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ABSTRACT

The third in a series of reports since 1973, this overview of the growth of public broadcasting includes finance, public radio and television programming, national interconnection and instructional services, audience, and employment. It details the current status and major trends in the respective areas of public broadcasting in order to provide a better understanding of the industry by the general public: the public broadcasting community: Congress: federal, state and local governments: and other interested organizations and individuals. Contents cover the following areas: the development of public broadcasting, income and expenditures, programming content, the Public Broadcasting Service (PBS) and National Public Radio (NPR), the public broadcasting audience, educational (instructional) services, and employment. Appendices, figures, tables, and maps which offer detailed data on the history and growth of public television and radio are included. (Author/MER)

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STATUS REPORT
of
PUBLIC BROADCASTING
1980

by
S. Young Lee

IR009509

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Planning and Analysis
Corporation for Public Broadcasting

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FOREWORD

This report, the third in a series since 1973, presents an overview of the current status and trends in public television and radio in the following areas: development of public broadcasting, finance, broadcast content, interconnection services, public broadcasting audience, educational (instructional) services and employment.

From 1973 through 1977, this series of reports was jointly supported and published by CPB and the National Center for Education Statistics (NCES) of the former Department of Health, Education, and Welfare. The 1980 edition of Status Report is solely undertaken by CPB.

Special appreciation is given to S. Young Lee, Manager of Research and Analysis, who developed and wrote the report, and Peter Dirr, Project Director of Educational Activities, who was responsible for the section on Educational Services. Thanks are also given to CPB staff, especially George Linn, Doug Bodwell, Stan Harrison, Phil Watson, Tom Church, Ellen Burch, Kaipo Bailey, Sydney White, Barbara Schiltges, Bishr El-Husseini and Joan Katz, who provided information and helpful suggestions for the report. The information and efforts of all respondents from the industry are deeply appreciated.

John Dimling
Director of Planning and Analysis
Corporation for Public Broadcasting

SUMMARY HIGHLIGHTS

- Public broadcasting in its present form emerged with the passage of the 1967 Public Broadcasting Act. This act, the subsequent 1975 Public Broadcasting Financing Act and the 1978 Public Telecommunications Financing Act ensured federal support of public broadcasting via CPB.

- By virtually any measure, public broadcasting has grown substantially during the past 13 years since the passage of the 1967 Public Broadcasting Act:

  —The number of public television stations increased from 126 in 1967 to 290 in 1980, an increase of 130 percent, and for radio, CPB-qualified radio stations increased from 96 in 1970 to 217 in 1980, an increase of 126 percent. Public television now covers 90 percent of the American TV households and public radio stations reach 65 percent of the American public.

  —Average annual broadcast hours per broadcaster also increased substantially for both television and radio. For instance, average public television stations broadcast 4,894 hours in FY 1978, an increase of 26 percent over FY 1974, average public radio stations were on the air 6,773 hours in FY 1978.

  —National interconnection services also provided an increased number of original program hours to their member stations: PBS provided 1,995 original hours in FY 1979, an increase of 46 percent over FY 1975. For radio, NPR scheduled over 2,590 hours in FY 1979, an increase of 35 percent over FY 1975.

  —Audiences have grown—over 68 percent of the nation's television households tuned to at least one program on public television in March 1980, representing a 61 percent increase in households viewing since November 1973. Over 4.9 million people 12 years and older tuned-in public radio during an average week of the April/May 1979 period, an increase of 108 percent since April/May 1973.

  —Instructional services for public television stations have been provided for use by elementary and secondary schools throughout the nation. Post-secondary level services have been somewhat at a lower level than elementary and secondary level services; however, increased interest in post-secondary educational services has been evident in recent years. Public radio's instructional services have been more spotty and have tended to be focused more on the post-secondary education level.

  —Public television and radio stations employed 11,337 full-time workers in the United States as of January 1980. Female employees accounted for 4,223, or 37.2 percent and minority employees 1,647, or 14.5 percent. The percentage of female and minority employees has steadily increased since 1972.

  —Public support of public broadcasting through membership or subscription has been growing substantially: For television, during the 1970-1978 period, the number of contributors increased from 236,000 to 2.1 million, up more than nine times and its income rose from $6.4 million to $55.1 million, up nine times. For radio, the number of contributors increased more than nine times, from 33,000 in 1970 to 317,000 in 1978 and its income also increased from $899,000 to $7.2 million during the same period.

  —Income of public broadcasting increased over 124 percent during the 1973-79 period, but when adjusted for inflation, the increase was 37 percent during the same seven-year period. It is important to note that in Fiscal Year 1979, for which the latest fiscal information is available, for the first time since 1967, public broadcasting's real income actually decreased from the previous year.

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INTRODUCTION

The growth of educational public broadcasting in the United States has been remarkable since the early 1950s, especially since 1967, with enactment of the Public Broadcasting Act. Public broadcasting in its present form, emerged from the passage of this legislation which was a direct result of a study conducted by the Carnegie Commission on Educational Television.[1] This Commission was created in 1964 to examine and make recommendation for noncommercial television in the United States. Based on the Commission's recommendation, the 1967 act provided for the creation of the Corporation for Public Broadcasting (CPB). By means of a broad range of activities, CPB pursues programs and policies that will most effectively make noncommercial radio and television services available to all citizens of the United States.[2]

The Corporation began operation in 1969, and formed the Public Broadcasting Service (PBS) in 1970 to manage a national television interconnection service and to provide a distribution channel for national programs to public television stations throughout the country. In 1971, CPB also helped to establish National Public Radio (NPR)—the organization primarily responsible for the program services to radio stations through its national interconnection system. In 1977, the role of NPR was further expanded to include representation of its member stations before CPB, Congress, the Executive branch and the public. In 1973, PBS became a nonprofit membership organization providing programming, interconnection and representation services. In 1979, however, the original PBS was divided into two organizations: (1) PBS, which provides programs and interconnection services, and (2) the National Association of Public Television Stations (NAPTS), which has the planning role for public television and represents the member stations before CPB, Congress, the Executive branch and the public.

The 1975 Public Broadcasting Financing Act and the subsequent 1978 Public Telecommunications Financing Act were multi-year authorizations and appropriations mechanisms which ensured Federal support to public broadcasting via CPB through fiscal year 1983. Although legislative initiatives have encouraged and supported the future development and stability of public broadcasting, the industry's efforts to improve the quality and variety of programs available to all Americans have been hampered by continued insufficient financing. The latest financial survey (1979) reveals the growth rate of public broadcasting's revenues for the first time failed to keep pace with the inflation rate for the year.

During the past several years, the industry has gone through a transition which resulted in changes in its basic structure. In 1977, 13 years after the first Carnegie Commission on Educational Television was established, the Carnegie Commission on the Future of Public Broadcasting was formed with the aim of studying and making recommendations for the future of public broadcasting. In its final report, A Public Trust,[3] published in 1979, the Commission recommended the reorganization of the industry and its funding system.

A series of transitions, particularly at the national level, was evidenced by the emergence of a new NPR in 1977, a new PBS in 1979, and the National Association of Public Television Stations (NAPTS) in 1980. In addition, in 1979, with the creation of a CPB Program Fund, the Corporation designated its television program support function as a separate operation.

During this same period, technological advancement in communications had profound effects on the public broadcasting industry, particularly on the way it delivered program services. The former terrestrial interconnection system was replaced by a satellite system. New communications technologies also opened areas of activity for public broadcasting, including use of the satellite's multi-channel and expanded areas of nonbroadcast services, by means of cable, recorded materials (video cassettes and video discs) for educational purposes. In addition, there has been a resurging trend of instructional broadcasting in public broadcasting, as evidenced by the increasing interests shown by the various regional television networks in the areas of instructional programming. Thus there are clear indications that in order to accommodate these new interests and trends, the public broadcasting system will undergo further changes in the near future, at both the national and local levels.

---

[1]The Carnegie Commission on Educational Television, *Public Television: A Program for Action*, (New York; Harper and Row, Inc., 1967).

[2]The 1967 Public Broadcasting Act authorizes CPB to—
"(A) facilitate the full development of educational broadcasting in which programs of high quality, obtained from diverse sources, will be made available to noncommercial educational television or radio broadcast stations, with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature;
"(B) assist in the establishment and development of one or more systems of interconnection to be used for the distribution of educational television or radio programs so that all noncommercial educational television or radio broadcast stations that wish to, may broadcast the programs at times chosen by the stations;
"(C) assist in the establishment and development of one or more systems of noncommercial educational television or radio broadcast stations throughout the United States;
"(D) carry out its purposes and fuctions and engage in its activities in ways that will most effectively assure the maximum freedom of the noncommercial educational television or radio broadcast systems and local stations from interference with or control of program content or other activities."

[3]The Carnegie Commission on the Future of Public Broadcasting, *A Public Trust*, (New York; Bantam Book, April 1979).

Report Overview

This report provides an overview of the current status and trends in public broadcasting. It is designed to provide a better understanding of the industry by the general public, the public broadcasting community, Congress, federal, state, and local governments and other interested organizations and individuals.

The report covers the following major subject areas: (1) Development of Public Broadcasting: summary descriptions of the growth of public radio and television and the major national agencies of public broadcasting; (2) Finance: the past and present status of income and expenditures of public broadcasting; (3) Programming of Public Television and Radio Stations—trend of broadcast contents (4) National Interconnection Services—the current status of national interconnection services and the trend of original programs; (5) Audience of Public Broadcasting: the trend of the television and radio audience and its demographic characteristics; (6) Instructional/Educational Services; and (7) Employment—the past and present status of public television and radio station employees by major job categories.

Data Used in Report

The primary sources of data used in this report are the *CPB Annual Financial Surveys and CPB Annual Surveys, Part II*. In addition, data are also derived from a number of published and unpublished materials by CPB and other agencies, such as PBS, NPR, the Federal Communications Commission (FCC), the Carnegie Commission on the Future of Public Broadcasting, National Telecommunications and Information Administration's Public Telecommunications Facilities Program, the A.C. Nielsen Company, the Arbitron Company, the Roper Report and others.

Data in this report are presented either by calendar year or by the federal fiscal year. Most of financial figures and programming data are based on the fiscal year, whereas employment and station counts are made on the basis of the calendar year to be consistent with the nature of surveys and historical data available at this time.

DEVELOPMENT OF PUBLIC BROADCASTING

Growth of Public Radio

Noncommercial radio began experimental operations in 1919 in Madison, Wisconsin at station 9xM (changed in 1922 to WHA). The early years in the development of the radio industry were chaotic; broadcasters operated their stations arbitrarily, jumping frequencies and power and generally creating confusion on the air. To overcome such problems, the Radio Act of 1927 created the Federal Radio Commission (FRC) and authorized it to use regulatory power to license stations and to assign call letters. By 1925, 171 educational organizations operated noncommercial radio stations. In the meantime, as commercial radio stations rapidly increased and provided services equivalent to those offered by noncommercial stations, and as the early 1930s depression forcing the closing of radio stations by educational institutions, there were only 38 noncommercial stations by 1937.[1]

With FM broadcasting and the establishment of FM channels reserved for noncommercial use by the FCC, a resurgence of noncommercial radio was brought about. The first assignment of reserved FM channels took place in 1938, when the first noncommercial FM radio station went on the air. The present reserved channel assignment was allocated by the FCC in 1945; 20 FM channels (between 88 and 92 MHz) were set aside exclusively for noncommercial educational broadcasting. In 1948, the FCC authorized low-power 10-watt FM broadcasting for noncommercial use. In the following 20 years the number of noncommercial stations grew to more than 400. Another historic step was the FCC authorization of stereophonic broadcasting in 1961.

The growth of noncommercial radio was nourished by the 1967 Public Broadcasting Act, which directed a portion of CPB appropriations to be used to assist in the development of public radio stations. Since 1967, public radio stations have become eligible to receive the Department of Health, Education and Welfare's Educational Broadcast Facilities Program grants (currently the program is renamed as Public Telecommunications Facilities Program grants and it is managed by the National Telecommunications and Information Administration). The growth of public radio has been further enhanced from the enactment of the 1975 Public Broadcasting Financing Act and the subsequent 1978 Public Telecommunications Financing Act, which provided the multi-year authorizations and appropriations to CPB and ensured federal support until 1983.

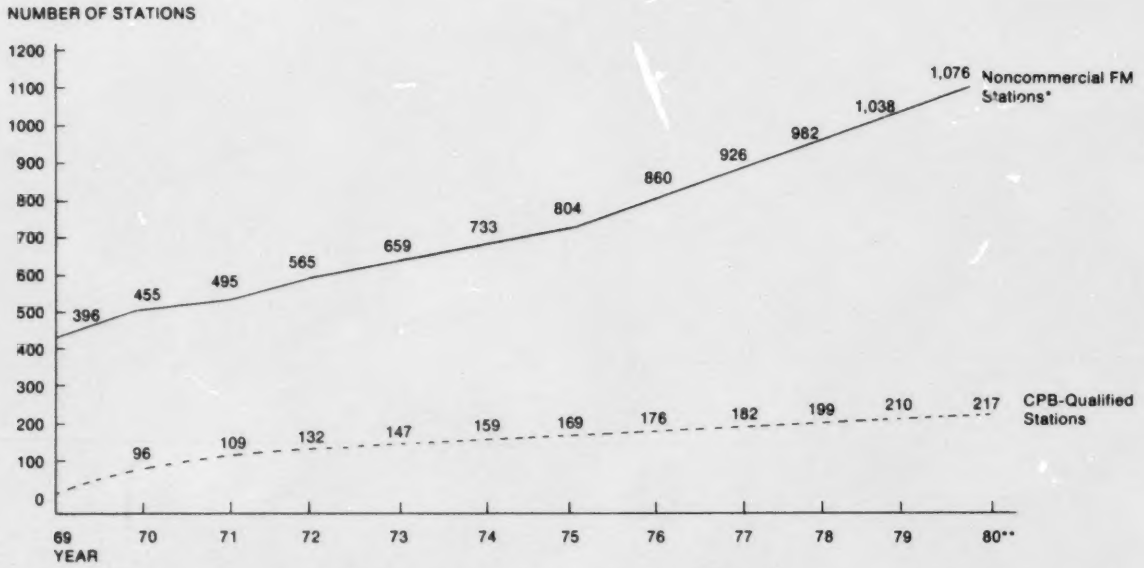
[1]The Federal Communications Commission, "Educational Radio," *Information Bulletin*: (April 1971)

Table 1
CPB-QUALIFIED RADIO STATIONS
September 1980

	No. of Stations	Percent of Total
Community	49	22.6
University	137	63.1
Local Authority	23	10.6
State/Outlying	8	3.7
Total	217	100.0%

Source: Planning and Analysis, CPB

FIGURE 1
Growth of Noncommercial Radio Stations and CPB-Qualified Stations
(at the end of calendar year)
1969-1980



*In addition to Noncommercial FM stations, there have been a number of noncommercial AM stations, e.g., 30 educational AM stations in 1975 and in 1980, CPB-Qualified AM Stations alone totalled 21.
Source: For noncommercial FM stations 1969-1975, "Educational Radio," *FCC Information Bulletin*, No. 17, January 1976, and those for 1976-1980, FCC Broadcast License Bureau.
**As of September 1980.
Source: Planning and Analysis, CPB

In 1971, the National Public Radio was established to provide national interconnection and programming service for public radio stations and during 1975, the Association of Public Radio Stations (APRS) was formed to represent the interests of the member stations before Congress, the Executive Branch, CPB and the public. The two organizations, NPR and APRS, were merged into the new NPR in its present form, in 1977. Previously NPR's national interconnection service was provided by the AT&T line; however, in 1980, the system was converted to the new satellite interconnection system.

As of September 1980, there were over 1,076 noncommercial FM stations licensed for broadcast by the Federal Communications Commission (FCC) and there were 217 public radio stations which were qualified to receive CPB financial assistance.[2] (See Figure 1).

Growth of Public Television

The beginning of noncommercial television was much more orderly than that of noncommercial radio. In 1952, the FCC reserved 242 channels (162 VHF and 80 UHF) for educational purposes. These reservations constituted about 12 percent of the total channel allocation at that time.[3] Among the existing public television stations, KUHT, Houston, Texas, was the first station to go on the air in 1953.

The number of noncommercial television stations has continued to grow as a result of the following broadcast acts.

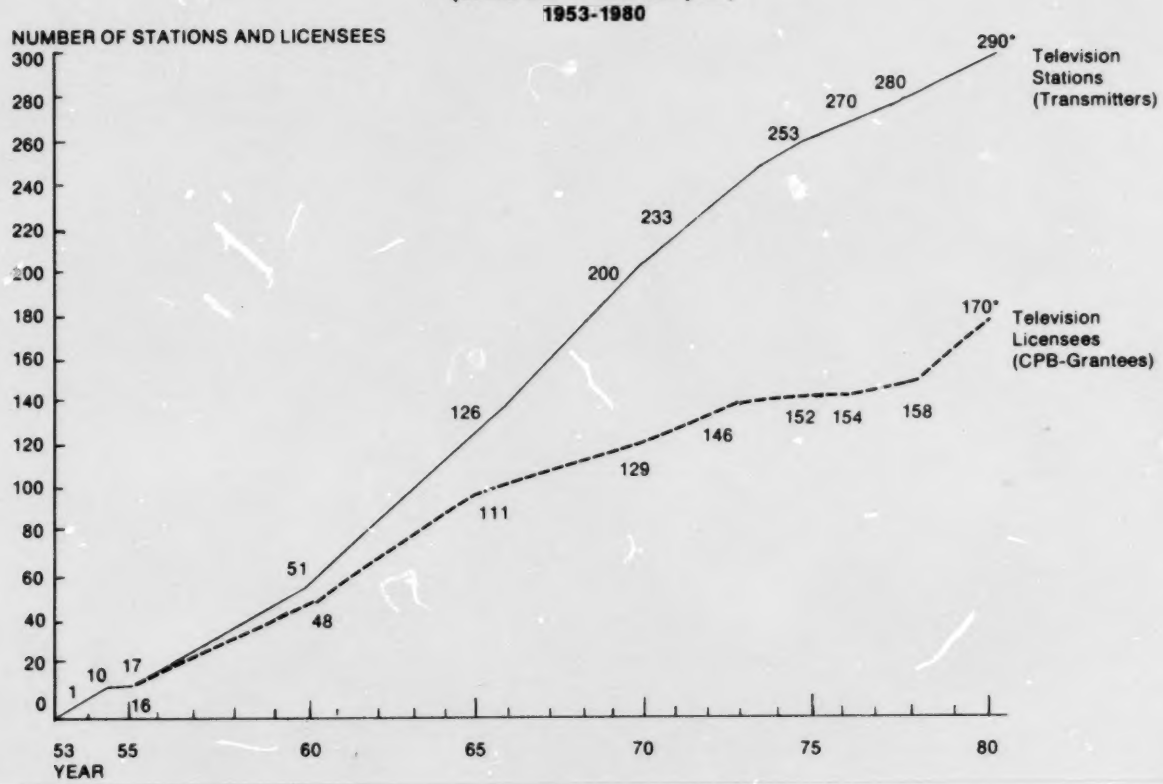
In 1962, the Congress enacted the Educational Broadcasting facilities Program providing for limited funds for the contribution of educational stations.

All-channel-receiver legislation that was in effect in 1964 also aided the rapid growth of UHF stations. According to the legislation, all television sets sold after April 30, 1964, had to be capable of receiving UHF as well as VHF signals. In 1967, with passage of the Public Broadcasting Act, the Corporation for Public Broadcasting was created to assist in the full development of public broadcasting programs and interconnection services. The passage of the 1975 Public Broadcasting Financing Act and the 1978 Public Telecommunications Financing Act provided multi-year authorizations and appropriations to CPB and ensured federal support until 1983.

In 1970, CPB created the Public Broadcasting Service to manage distribution of national program services through a national interconnection system and PBS began distributing its program service in October 1970. In 1973, PBS became a nonprofit membership organization representing its members, and entered into an agreement with CPB. In 1979, however, PBS was reorganized and in January 1980, a new entity, NAPTS, was created to represent its member stations' interests before Congress, federal agencies, CPB and the public and to conduct planning activities for its members. The newly-restructured PBS provides national interconnection services

[2]See definition of "CPB-qualified station" in Appendix A.
[3]Federal Communications Commission, "Educational Television," *Information Bulletin*, (September 1972)

FIGURE 2
Growth of Public Television Licensees and Stations
(at the end of calendar year)
1953-1980



*As of September 1980.
Source: Planning and Analysis, CPB

and professional services to the stations, and administers the Station Program Cooperative (SPC), the Station Acquisition Market (SAM) and the Station Independence Program (SIP). Funds for the operation of PBS and NAPTS are provided by annual dues from member stations, CPB, federal agencies, foundations and private corporations.

In addition to the national interconnection service provided by PBS, there are four regional interconnection acquisition organizations—Eastern Educational Network (EEN), Central Education Network (CEN), Southern Educational Communications Association (SECA), and Pacific Mountain Network (PMN)—to serve the regional needs of public television stations.

As was the case in public radio, television's national interconnection service was supported by CPB through a contractual arrangement with AT&T's terrestrial systems through 1978. But at the end of 1978, all interconnection services were converted to the satellite system. At present, not only national interconnection services, but also, most of the regional interconnection services are provided by the satellite system.

In September 1980, some 27 years after the first educational television station went on the air, there were 290 public television stations, which were owned and controlled by 170 licensees (CPB-grantees). (See Figure 2).

Table 2
PUBLIC TELEVISION LICENSEES AND STATIONS

September 1980	No. of Grantees (Licensees)	Percent of Total	No. of Stations	Percent of Total
Community	68 (66)	40.0	83	28.6
University	56 (54)	32.9	77	26.6
Local Authority	17 (17)	10.0	18	6.2
State/Outlying	29 (26)	17.1	112	38.6
Total	170 (163)	100.0%	290	100.0%

Source: Planning and Analysis, CPB (170 UHF, 120 VHF)

PUBLIC BROADCASTING TODAY

Public broadcasting today consists of public radio and television stations, regional networks, and other supporting organizations as follows:

Public Broadcasting Stations

The backbone of public broadcasting has always been its television and radio stations. Today, the system is composed of 290 television stations which are operated by 170 CPB-grantees, and 217 CPB-qualified public radio stations.

Unlike its commercial counterpart, public broadcast stations are licensed to four major types of licensees: (1) *community*—community-based nonprofit corporations or foundations; (2) *university*—universities; (3) *local authority*—local boards of education or local government agencies; and (4) *state*—state authorities or equivalent entities.

CPB-Qualified Radio Stations: As of September 1980 there were over 1,076 noncommercial FM radio stations on the air, according to an FCC report.[4] However, most of these stations were relatively small and not full-service stations. There are 217 full-service stations which are qualified for CPB assistance in September 1980. (Table 1). The majority of these 217 stations are licensed to colleges and universities (137 stations), 49 to community organizations, 23 to local authorities and the remaining 8 to state agencies. All but 21 are FM stations.

Public Television Stations: There were 170 public television licensees (CPB-grantees) as of September 1980. These licensees owned and operated 290 stations (transmitters). As shown in Table 2, television licenses were given to community organizations (68), colleges and universities (56), local authorities (17) and state agencies (29). A considerable number of 290 stations, especially most of the state licensees, were part of the state network systems, and many of these stations were just simulcasting transmitters instead of originating stations. Of the total 290 stations, 120 were on VHF and 170 on UHF.

Regional Networks

Central Educational Network (CEN): The CEN is a private, nonprofit television network providing instructional television post-secondary education and general audience programming to its member stations. It primarily serves the member stations in the mid-west region. In addition to program brokerage service, CEN operates the satellite uplink and library out of Lincoln, Nebraska, where CEN houses and originates an extensive library of both instructional television and PTA programs. CEN supports all of its members participation in the inter-regional program service as well as conducts an extensive program acquisition and distribution service. The CEN is located at 5400 North St. Louis Avenue, Chicago, Ill, 60625.

Eastern Educational Television Network (EEN): The EEN was founded in 1960, as a private, nonprofit television network, to provide a wide range of public and instructional television programming service to its member stations. Currently its membership consists of 119 member stations including members in an 11-state-region—from Maine to West Virginia and west to Wisconsin. It is funded entirely by the membership. It operates 24 hours a day, seven days a week. It distributes programs via land lines, microwave interconnection, and satellite. Its headquarters are located at 131 Clarendon Street, Boston, Mass. 02116.

Pacific Mountain Network (PMN): The PMN is a membership organization made up of stations located in the western half of the United States. Established in 1978, PMN is the newest regional organization in the public television system. It is the outgrowth of regional cooperation developed through two earlier organizations—the Rocky Mountain Public Broadcasting Network and the Western Educational Network. Presently 33 of the 40 stations in the west are active members of the PMN and are involved in the development of services in programming, distribution, information, training, development and representation. The headquarters is located at 2480 West 26th Avenue, Denver, Colo. 80211.

Southern Educational Communications Association (SECA): Established 13 years ago, SECA is the only regional organization serving both public television and public radio across the 16 states in the south. Through its library distribution and group acquisitions, SECA provides its member stations with regional and national programming. Consortia productions are also organized under the auspices of SECA. In addition, SECA provides services in instructional programming, professional development, and representation. It is governed by a 46 member Board of Directors composed of the manager of each member public television station, three representativies from the radio division and one representative each from instructional programming, public television programming, public information, and engineering. Currently, it is composed of 19 public television stations and five radio stations. The address is P.O. Box 5966, Columbia, S.C. 29250.

Also there are three state-operated network systems which provide interconnection and program services to various public television licensees within the states. These are the New York Network (NYN), The Ohio Educational Broadcasting Commission (OEBC) and The Pennsylvania Public Television Network (PPTN).

Major Independent Producers and Distribution Centers

The following three organizations have been included in the CPB *Annual Survey* since 1970.

The Children's Television Workshop (CTW): The CTW has been the single largest independent producer providing public television programming for national distribution. They have produced such programs as *Sesame Street, The Electric Company,* and *1-2-3 Contact.* The CTW was a pioneer in the application of extensive formative research for program production and in the use of commercial production techniques directed toward specific learning objectives. Their headquarters are located at 1 Lincoln Plaza, New York, N.Y. 10023.

[4] *"Summary of Broadcasting, FCC Tabulation," Broadcasting,* Nov. 3, P. 84

Family Communications, Inc. (FCI): An independent producer built around the work of Mr. Fred Rogers, FCi is the producer of the award-winning children's program, *Mister Rogers' Neighborhood.* Production has concentrated on helping to serve the emotional needs of young children. Its headquarters are located at 4802 Fifth Avenue, Pittsburgh, Penn. 15213.

Agency for Instructional Television (AIT): A nonprofit organization established in 1973 to strengthen education through television and other telecommunications technology. AIT's major functions are development, production, and distribution of educational (instructional) television materiai. Its address is Box A, Bloomington, Ind. 47402.

National Organizations

Corporation for Public Broadcasting (CPB): The Corporation is described by the 1967 Public Broadcasting Act to facilitate the growth and the development of public educational radio and television and to insulate such broadcasting from external interference and control. The Board of Directors of the Corporation consists of 15 members appointed by the President of the United States with advice and consent of the Senate.

The CPB is not a federal agency, but a private, nonprofit corporation. Since its beginning, CPB has been the leading proponent of the public broadcasting industry. The Corporation has been funded mainly by Congressional appropriations, although it also received funds from other sources. From FY 1969 to FY 1980 CPB has received over $813 million from Congress. In pursuance of the 1967 Public Broadcasting Act and the subsequent Financing Acts of 1975 and 1978, the Corporation funds various national programs, through CPB's Program Fund and NPR, for both television and radio, thus enabling the development and distribution of innovative and quality programs through the PBS and NPR interconnection systems. In addition, CPB undertakes the industry's long-range plan and administers various programs such as training and research projects. The Corporation provides direct financial support to eligible radio and television licensees in the form of Community Service Grants (CSGs), and is working actively through Expansion Grants and other support to extend full-service public radio throughout the country. The Corporation also provides professional services to the stations and the industry in the areas of systems and audience research, and fund-raising. The Corporation is located at 1111 Sixteenth Street N.W., Washington, D.C. 20036.

National Association of Educational Broadcasters (NAEB): The NAEB is the national membership organization of individual professionals in the field of educational telecommunications. It has been involved in many of the key developments in the area of public broadcasting. The NAEB is the oldest national organization in educational broadcasting, established in 1925. Its address is 1346 Connecticut Avenue N.W., Washington, D.C. 20036.

National Association of Public Television Stations (NAPTS): The newest national membership organization, NAPTS represents the interests of its member public television stations before CPB, federal agencies, Congress and the general public, and provides planning and research services for the member stations. It was established in early 1980. It is governed by a 25 member Board of Directors, who are selected from station managers, lay representatives, and citizens of no affiliation with public television stations. The address is 955 L'Enfant Plaza S.W., Suite 7200, Washington, D.C. 20024.

National Public Radio (NPR): The original National Public Radio was established in 1971 to provide national interconnection service and program production for public radio stations. In 1977, the present structure of NPR was created with a merger of Association of Public Radio Stations—the membership organization for the representation of its members. The NPR, thus, is a private, nonprofit membership organization which not only provides services for program production and interconnection, but also represents its members before CPB, federal agencies, Congress, and the public. It is located at 2025 M Street N.W., Washington, D.C. 20036.

Public Broadcasting Service (PBS): The PBS was established in 1969 as the programming and interconnection service. In 1973 it became a national membership organization of public television stations, not only providing interconnection and programming service, but also representing the interests of its member stations to federal executive agencies and Congress, CPB, and the public. In 1979, as part of reorganization, PBS restructured itself to focus on the design and delivery of programming. The new National Association of Public Television Stations (NAPTS) is responsible for the other functions, namely representation and planning for the member stations. The address for PBS is 475 L'Enfant Plaza West S.W. Washington, D.C. 20024.

There are a number of organizations which are associated with public broadcasting in the United States, although these organizations are not considered as the immediate members of public broadcasting: These include the Joint Council on Educational Telecommunications (JCET); the National Federation of Community Broadcasters (NFCB); the Great Plains National Instructional Television Library (GPNITL); the Public Service Satellite Consortium (PSSC); and the National Telecommunications and Information Administration's Public Telecommunications Facilities Program (PTFP).

PUBLIC BROADCASTING INCOME

Historical Trend of Income

Total income for public broadcasting amounted to $598.8 million in FY 1979, the latest reportable period, representing an increase of 8.4 percent over the previous year and 124.6 percent over FY 73 in current dollars. When adjusted for inflation, however, the FY 79 figures represented a nearly 3 percent decrease from FY 78 and only a 37.3 percent increase over FY 73. (See Figure 3 and Tables 3 and 4).

Since the early days of educational broadcasting in the 1950s, public broadcasting has been heavily supported by educational and governmental institutions. Thirteen years after the enactment of the 1967 Public Broadcasting Act, nearly 80 percent of the public radio stations and over 60 percent of the television originating stations are owned and operated by either educational or governmental licensees. As a result, tax-based nonfederal income has been and still is the major source of income for public broadcasting, although the proportionate share of such income has been decreasing during the past seven years from 51.6 percent in FY 73 to 40.3 percent of the total income in FY 79.

Federal income, which is also a tax-based source, has increasingly gained its share of financial support for public broadcasting—e.g., 27.2 percent of the total income in FY 79, mainly through Congressional appropriation to CPB, and NTIA's Public Telecommunications Facilities Program (formerly Educational Broadcast Facilities Program under DHEW). As shown in Table 5, CPB has received over $813 million from Congress since its inception through FY 80. The NTIA's Facilities Program has granted over $183 million to educational/public telecommunications entities during the 1963-1980 period.

Of the system's total income, $598.8 million in FY 79, the combined revenues of all tax-based sources were 67.5 percent or $404.1 million—state and local tax-based income alone amounted to $241 million or 40.3 percent. Of the total federal income, $161.1 million, the Congressional appropriation for CPB was $120.2 million, nearly three-quarters of the total federal revenues to public broadcasting. The remaining federal contribution came from the NTIA's PTFP, the National Endowments for the Arts and Humanities, the National Science Foundation, and other agencies. Non-tax-based private sources made up the remaining revenue, amounting to $194.6 million or 32.5 percent of the total revenues.

As shown in Table 3, between 1973 and 1979, total revenues increased by 124.6 percent, an annual increase of 14 percent during these years. However, public broadcasting's revenues increased only 8.4 percent during the 1978-1979 period, whereas the inflation rate, based on the Consumer Price Index (CPI), was 11.5 per cent.[1] Thus income was unable to keep pace with the inflation rate during a reporting period for the first time in the history of public broadcasting. Particularly, in real terms, federal support decreased by 9 percent during the 1978-79 period, largely due to the fact that the CPB appropriation

[1]The Bureau of Labor Statistics, *Monthly Labor Review*, Vol. 103, No. 5, P. 22.

Table 3
Income of Public Broadcasting*
Fiscal Years 1973-1979
(In Thousands of Dollars)

	FY 73	FY 74	FY 75	FY 76	FY 77	FY 78	FY 79**	% Change 1978-79	% Change 1973-79
Federal	$ 55,585	$ 67,005	$ 92,341	$112,646***	$135,269	$160,762	$163,118	+ 1.5	+193.5
(% of Total)	(20.9)	(22.5)	(25.0)	(27.1)	(28.1)	(29.1)	(27.2)		
Non-Federal	210,953	230,968	277,472	303,284	346,825	391,563	435,650	+11.3	+106.5
(% of Total)	(79.1)	(77.5)	(75.0)	(72.9)	(71.9)	(70.9)	(72.8)		
Tax-Based	137,640	146,828	162,385	175,870	191,269	218,183	241,020	+10.5	+ 75.1
(% of Total)	(51.6)	(49.3)	(43.9)	(42.3)	(39.7)	(39.5)	(40.3)		
Local	31,186	33,984	32,917	34,927	36,750	44,237	47,265	+ 6.8	+ 51.6
State	65,595	76,442	91,399	93,184	100,263	115,988	131,421	+13.3	+100.4
State College	40,859	36,402	38,069	47,759	54,256	57,958	62,334	+ 7.6	+ 47.2
Non-Tax-Based	73,313	84,140	115,087	127,284	155,556	173,380	194,630	+12.3	+165.5
(% of Total)	(27.5)	(28.2)	(31.1)	(30.6)	(32.2)	(31.4)	(32.5)		
Other Colleges	3,141	3,979	4,168	5,370	6,824	7,507	8,753	+16.6	+178.7
Foundation	20,450	17,875	28,688	23,003	22,627	17,213	20,402	+18.5	- 0.2
Business & Industry	1,064	18,325	25,086	29,412	39,958	48,970	57,892	+18.2	+423.2
Subscribers	17,920	23,059	32,216	42,110	50,244	60,869	70,496	+15.	+293.4
Auction/Marathon	7,515	8,449	10,131	13,246	3,460	14,347	15,599	+ 8.7	+107.6
All Others	13,223	12,343	14,798	15,143	22,443	24,474	21,488	- 12.2	+ 62.5
Total Income	$266,538	$297,973	$369,813	$415,800	$482,094	$552,325	$598,768	+ 8.4%	+124.6%
(%)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)		

*Due to the change in definition of non-federal income (1976), previously reported income (1973 through 1975) is adjusted to reflect the change.
**Preliminary
***Excludes Transition Quarter appropriation.
Source: Planning and Analysis, CPB.

Table 4
Income of Public Broadcasting in 1973 Constant Dollars
Fiscal Years 1973-1979
(In Thousands of Dollars)

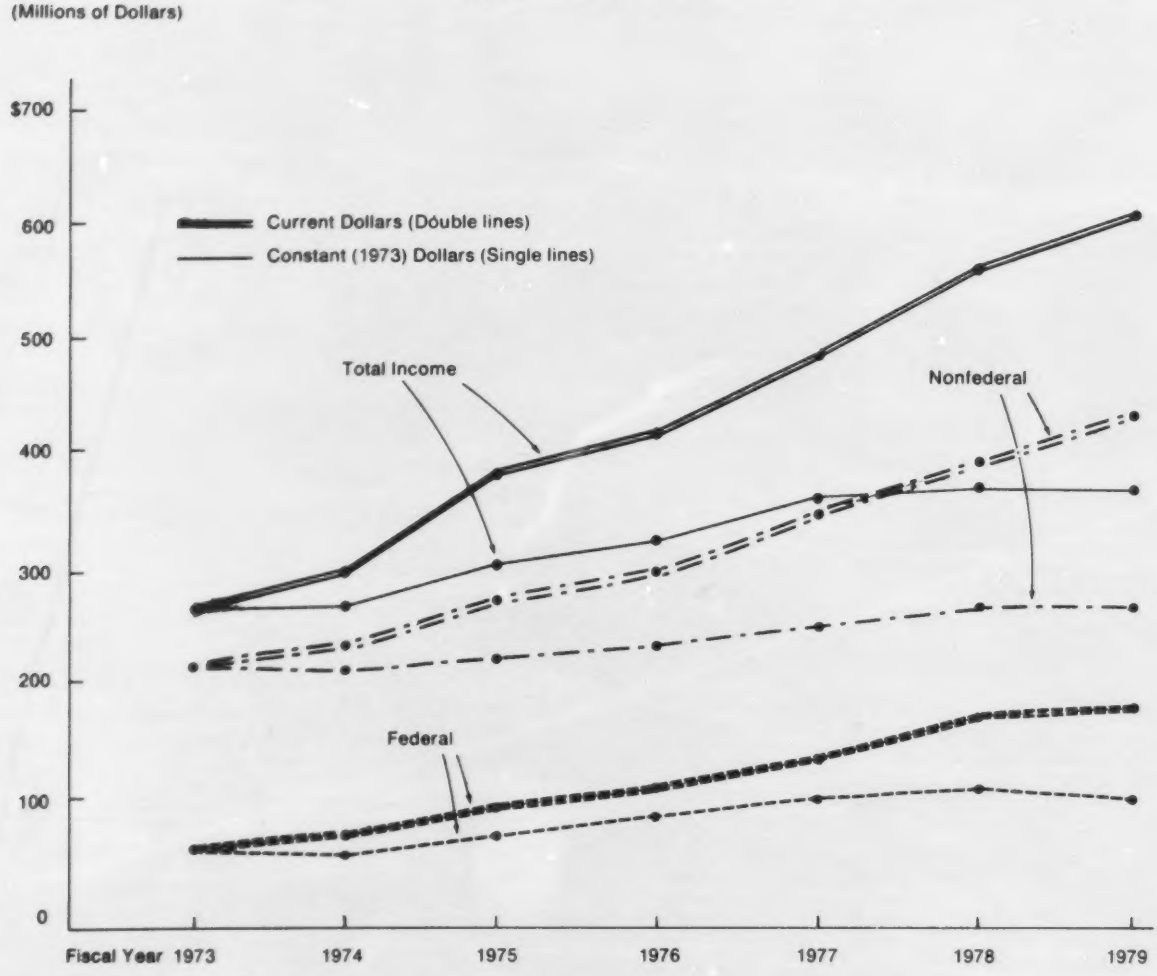
In Constant Dollars:*	FY 73	FY 74	FY 75	FY 76	FY 77	FY 78	FY 79	% Change 1978-79	% Change 1973-79
Federal	$ 55,585	$ 60,385	$ 76,246	$ 87,931	$ 99,193	$109,559	$ 99,730	-9.0	+79.4
Nonfederal	210,953	208,148	229,109	236,743	254,327	266,850	266,356	-0.2	+26.3
Total Income	$266,538	$268,533	$305,355	$324,573	$353,520	$376,409	$366,087	-2.7%	+37.3%

*Based on the Consumer Price Index (CPI)
Source: Planning and Analysis, CPB

$120.2 million for FY 79) remained relatively stable ($119.2 million for FY 78) with a high inflation rate during the period. The 1978 Public Telecommunications Financing Act calls for the CPB appropriation levels to be $162 million for FY 81 and $172 million for FY 82 (Table 5). If this funding trend continues, CPB appropriation may well be $182 million in FY 1983. A $10 million increase per year represents roughly an annual increase of 6.5 to 6 percent in federal support, which may be well-below the inflation rate for the period. The projected federal support to public broadcasting suggests funding problems are forthcoming for the industry because federal support is unable to keep pace with inflation, but also its rate of support is expected to be lower than that of nonfederal support, which is already having difficulties of its own, for the 1981-1983 period.

State and local tax sources, as indicated earlier, have been the largest income sources for public broadcasting since 1973, as shown in Table 3. Their

Figure 3
Income of Public Broadcasting, in Current and Constant Dollars
Fiscal Years 1973-1979



Source: Planning and Analysis, CPB

proportional share, however, decreased to 39.5 percent in 1978. In 1979, their share rose slightly to 40.3 percent.

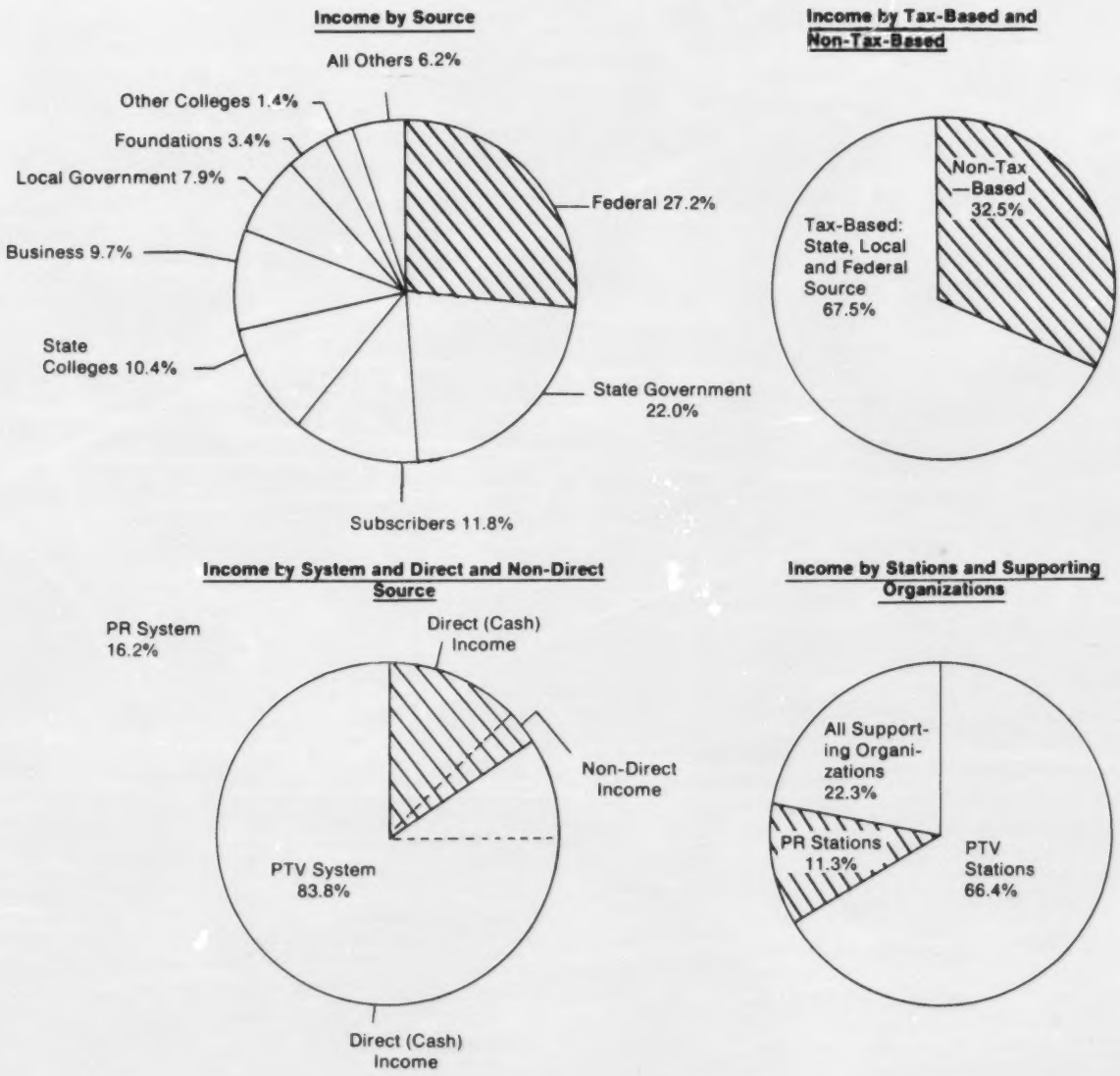
Amounts from business and subscribers showed a healthy gain in their proportional shares of total contribution during these years. Also noteworthy is income from foundations. Foundation contributions to the system had substantially decreased ever since the Ford Foundation drastically reduced support for public television in the mid-1970s. The Ford Foundation contributed over $300 million to public television and radio since 1951. Its proportional share had steadily decreased from 7.8 percent in 1975 to a 3.1 percent by 1978. In FY 79, however, income from foundations increased both in actual dollars and as a percentage of the industry's total income. Foundation contributions reached a low point in 1978 and then began to show hopeful growth signs in 1979. Income from auctions has also increased since 1973.

Public Broadcasting Income: Television and Radio Income

The single largest source of the industry's total income ($598.8 million), FY 79 was the federal government (27.2 percent); followed by state governments (22.9 percent); subscribers (11.8 percent); state colleges (10.4 percent); business (9.7 percent); and local governments (7.9 percent). Remaining revenues came from foundations (3.4 percent); other colleges (1.4 percent); and all other sources (3.6 percent). (See Figure 4).

An examination of income of public television (PTV) and radio systems FY 79 shows that income appli-

Figure 4
PUBLIC BROADCASTING INCOME BY SOURCE, FY 1979*
(Total Income $598.8 Million)



*Preliminary
Source: Planning and Analysis, CPB

cable to the public television system was $507.7 million (83.8 percent) and the remaining $97.0 million (16.2 percent) was for the radio system. For non-federal income (435.7 million), television's share was 85.4 percent and radio's share was 14.6 percent.

Over 66 percent of public broadcasting income was generated by public television stations and 11.3 percent by public radio stations. The remaining 22.3 percent was from other supporting organizations which include CPB, PBS, NPR, independent producers and distribution centers.

During the 1978-79 period, in general, radio income increased at a faster rate for both total and non-federal income (17.6 percent and 15.2 percent, respectively). Television income from these sources increased 6.8 percent and 10.6 percent, respectively.

Figure 5 shows that both television and radio systems relied heavily on tax-based sources in FY 79 as their primary income sources. The single largest income source for both television and radio systems was the federal government (25.9 percent and 34.4 percent, respectively). Thus, the radio system relied more heavily on federal support than television. It was followed by state government (25 percent) for television and state colleges (25 percent) for radio. Income from subscribers and business was an important revenue source for both television and radio. Private colleges are a noticeable income source for radio but not for television. Conversely, auctions were an important revenue source for television, but not for radio.

Income By States

Of total income for public television stations, 64.2 percent came from tax-based sources in FY 79; 67.8 percent of public radio station income was received from the same sources. As shown in Tables 6 and 7, state government's (and territories) direct support for public television and radio amounted to 23.9 percent and 7.2 percent of their respective total in FY 79. The level of each individual state's support of public television varied greatly, however. For instance, for television, New York ranked highest in total income ($73 million); however, its per-capita contribution ranked tenth ($.15) among all states. American Samoa was at the top of the list with $39.81 in per-capita income for public television station support. (See Table 6 and Appendix Table 1 for details).

For radio station support, as Table 7 and Appendix Table 2 show, California led with $7 million in total income. In per-capita income, Alaska was first with $3.83. For state's direct support for public radio stations, Wisconsin was first with $1 million, and second in per-capita state income support.

In general, in terms of per-capita contribution for public television, American Samoa, the Virgin Islands, the states of Alaska, Nebraska, Utah, South Carolina and Massachusetts were the leading states. Whereas the states of Kansas, Arkansas, and North Carolina were the trailing states, (Delaware, Montana and Wyoming did not have any public television stations on the air in FY 79). In terms of per-capita state (direct) contribution to television, American Samoa, South Carolina, Alaska, Nebraska and Kentucky were the leading states.

For radio total income, Alaska, Minnesota, Wisconsin, South Carolina and New York led in per-capita income; Alaska, Wisconsin, South Carolina, Oregon and Puerto Rico were the leaders in per-capita state income for radio.

Table 5
Congressional Authorizations and Appropriations to CPB: Fiscal Years 1969-1983
(In Millions of Dollars)

Fiscal Year	Authorizations	Appropriations
1969	$ 9.0	$ 5.0
1970	25.0	15.0
1971	35.0	23.0
1972	35.0	35.0
1973	45.0	35.0
1974	55.0	47.8
1975	65.0	62.0
1976	88.0	78.5
Transition Quarter	22.0	17.5
1977	103.0	103.0
1978	121.0	119.2
1979	140.0	120.2
1980	160.0	152.0
1981	180.0	162.0
1982	200.0	172.0
1983	220.0	—

Source: Planning and Analysis, CPB

Contributions from the Public: Subscription Income

During the last eight-to-nine years, public television and radio has placed strong emphasis on encouraging public support for stations by developing and maintaining successful subscription programs and public participation in fund-raising. As a result, public television and radio stations have improved their fund-raising programs noticeably and have gained substantial contributions from the public.

From 1970-78, the number of subscribers and individual contributors to public television increased from 236,000 to 2,142,000, up more than nine times, and income, including those from the Friendship Groups, rose from $6.4 million to $55.1 million, representing nearly a nine-fold increase.[2] Figure 6 presents detailed figures of PTV subscription and subscribers by each year from 1970 to 1978.

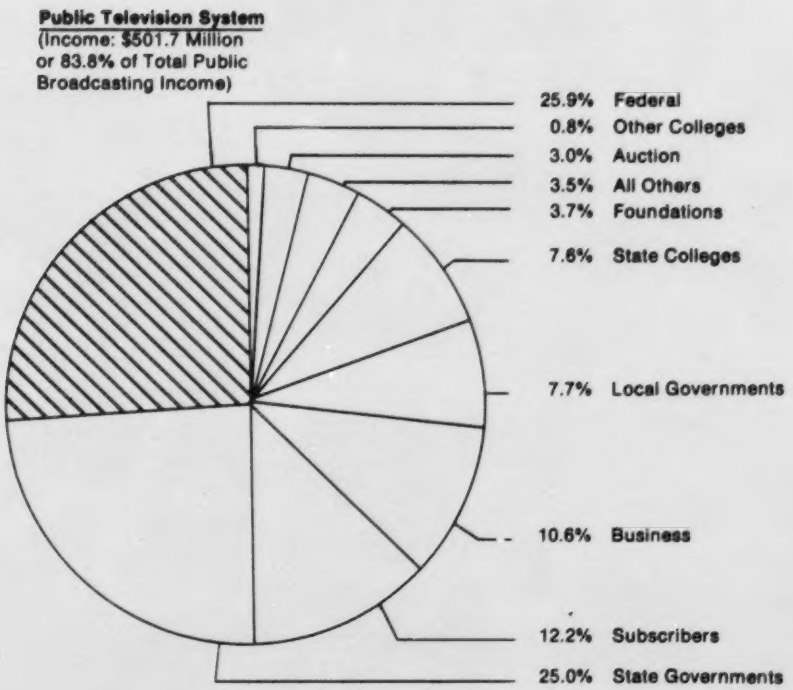
For radio subscription programs, the number of subscribers and contributors increased from 33,000 in 1970 to 317,000 in 1978, more than a nine-fold increase, and income from these contributors also grew from $899,000 in 1970 to $7,211,000 in 1978, up eight times.[3] (Figure 7).

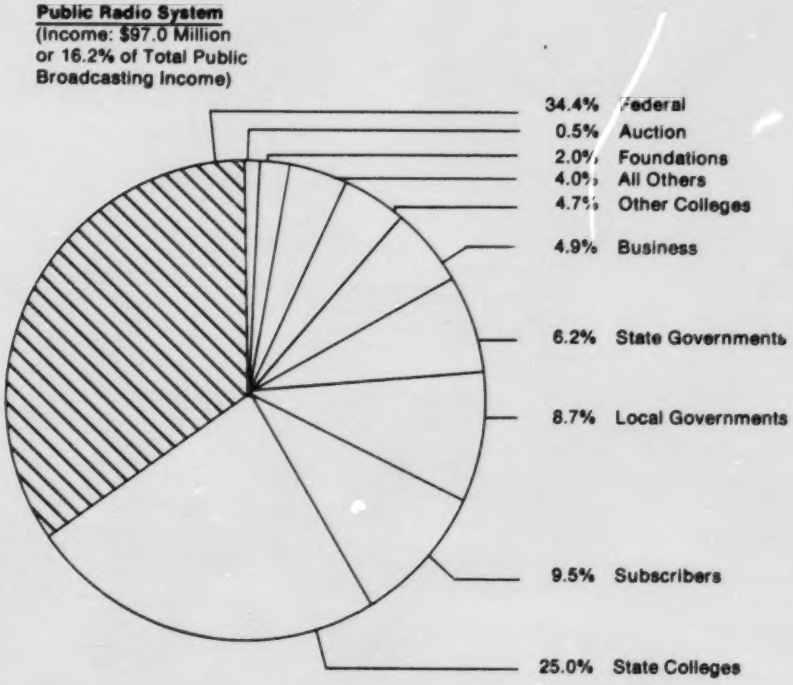
In FY 78, for which the latest complete information is available, about 79 percent of public television licensees and 71 percent of public radio stations reported subscriptions from individual contributors.

Public contribution has become an increasingly important source of station support and revenue in recent years. Subscription programs are one way by which the public demonstrates its response to public broadcasting. Public support also comes in the form of auctions and volunteer services. Subscription programs, however, have constitued the largest source of public support for both television and radio stations. Past and present trends strongly suggest that more stations, which previously operated without subscription programs can be expected to seek greater public support by establishing their own programs in the near future, thus indicating a promising future for public broadcasting's subscription programs.

[2] *PTV Subscription/membership program*, CPB, 1980
[3] *Public Radio Subscription program*, CPB, 1980.

Figure 5
PERCENTAGE DISTRIBUTION OF PUBLIC TELEVISION AND RADIO INCOME
FISCAL YEAR 1979





Source: Planning and Analysis, CPB

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Table 6
Income of Public Television Licensees by State and by State Government Income, Per Capita Income and Rank: Fiscal Year 1979

State	No. of Licensees	Total Income ($000's)	By Rank	Per-Capita Income $	By Rank	State Government Income ($000's)	By Rank	State Per Capita Income $	By Rank	State Income/ State Expenditures + (x .00001)	By Rank	State Income/State Education Expenditures + + (x .00001)	By Rank
1 Alabama	1	$ 6,470.3	24	$ 1.72	35	$ 2,872.2	17	$ 0.76	22	$ 88.34	17	$ 393.18	27
2 Alaska	4	4,331.8	32	10.67	3	1,549.8	22	3.82	3	120.21	13	794.69	13
3 Arizona	2	4,987.0	29	2.04	32	16.4	48	0.00*	49	0.80	45	4.11	45
4 Arkansas	1	1,879.8	48	0.86	51	1,338.3	25	0.61	28	79.45	22	507.92	24
5 California	11	48,337.6	2	2.13	30	1,142.9	26	0.05	43	4.64	40	35.47	39
6 Colorado	2	2,943.5	40	1.06	48	368.7	38	0.13	38	16.18	36	69.96	35
7 Connecticut	2	3,415.7	37	1.10	46	925.0	31	0.29	36	33.16	32	277.20	32
8 Delaware	0	0.0	53	0.00	53	0.0	52	0.00	49	0.00	48	0.00	48
9 Dist. of Columbia * *	1	10,244.0	15	3.39	14	70.7	46	0.02	45	—	—	—	—
10 Florida	9	20,534.6	5	2.32	27	5,647.2	9	0.64	26	98.85	16	841.35	9
11 Georgia	3	8,918.4	18	1.74	34	4,801.4	10	0.94	17	123.33	12	770.19	14
12 Hawaii	1	2,777.0	41	3.03	19	288.4	40	0.32	34	19.29	35	59.43	36
13 Idaho	3	2,995.0	39	3.31	15	1,105.6	27	1.22	15	132.08	10	838.87	10
14 Illinois	5	13,844.4	12	1.23	45	107.9	45	0.01	47	1.08	44	8.04	44
15 Indiana	7	7,571.7	21	1.40	41	764.2	34	0.14	37	20.65	34	98.06	34
16 Iowa	1	6,059.7	25	2.09	31	4,624.6	12	1.59	9	168.65	8	1,319.70	5
17 Kansas	2	1,686.3	49	0.71	52	178.4	33	0.08	40	10.21	37	52.85	37
18 Kentucky	2	13,961.2	11	3.96	11	7,500.8	3	2.13	5	231.43	3	1,297.04	6
19 Louisiana	2	10,176.7	16	2.53	25	6,972.0	5	1.74	7	177.94	6	1,249.24	7
20 Maine	2	3,378.1	38	3.08	18	973.6	29	0.89	18	87.07	18	760.63	15
21 Maryland	1	12,233.0	13	2.95	20	7,230.1	4	1.74	7	175.15	7	1,339.70	4
22 Massachusetts	2	29,695.0	4	5.15	7	267.4	42	0.05	43	4.54	41	52.08	38
23 Michigan	7	14,661.8	10	1.59	37	0.7	50	0.00*	49	0.01	47	0.05	47
24 Minnesota	4	6,511.6	23	1.60	36	226.9	43	0.06	42	5.07	39	33.88	40
25 Mississippi	1	5,279.7	28	2.17	29	4,249.4	13	1.75	6	206.31	4	1,374.78	3
26 Missouri	3	4,916.8	30	1.01	49	52.1	47	0.01	47	1.73	43	12.00	43
27 Montana	0	0.0	53	0.00	53	0.0	52	0.00	49	0.00	48	0.00	48
28 Nebraska	2	9,414.1	17	5.98	4	4,750.8	11	3.02	4	414.99	2	2,016.47	2
29 Nevada	1	2,038.3	46	2.90	21	0.3	51	0.00*	49	0.04	46	0.37	46
30 New Hampshire	1	2,366.9	43	2.67	24	595.5	36	0.67	24	84.08	19	560.22	21
31 New Jersey	1	7,867.1	19	1.07	47	5,696.9	8	0.78	21	82.12	20	798.56	11
32 New Mexico	3	3,485.4	36	2.81	23	1,548.4	23	1.25	14	116.49	14	600.14	20
33 New York	11	73,288.7	1	4.15	10	10,997.6	2	0.62	27	51.40	30	601.52	19
34 North Carolina	2	5,286.9	27	0.94	50	2,744.6	18	0.49	31	58.74	28	369.84	29
35 North Dakota	1	2,348.4	44	3.57	13	972.8	30	1.48	11	139.14	9	736.94	16
36 Ohio	8	19,658.2	6	1.83	33	4,207.9	14	0.39	33	47.40	31	342.72	30
37 Oklahoma	1	3,840.6	34	1.33	43	1,879.4	20	0.65	25	81.17	21	403.48	26
38 Oregon	2	5,730.9	35	1.48	38	1,787.0	21	0.71	23	68.93	26	454.46	25
39 Pennsylvania	7	37,512.3	3	3.20	16	6,305.2	6	0.54	30	53.78	29	534.98	22
40 Rhode Island	1	2,030.3	47	2.19	28	820.6	32	0.88	19	76.91	24	531.14	23
41 South Carolina	4	15,167.1	8	5.17	6	11,489.2	1	3.92	2	444.56	1	2,176.44	1
42 South Dakota	3	2,589.5	42	3.76	12	1,078.1	28	1.56	10	185.34	5	973.92	8
43 Tennessee	5	5,854.0	26	1.34	42	2,063.1	19	0.47	32	66.73	27	308.95	31
44 Texas	9	17,042.6	7	1.27	44	330.0	39	0.02	45	3.86	42	20.03	42
45 Utah	2	7,695.5	20	5.63	5	409.6	37	0.30	35	31.53	33	134.71	33
46 Vermont	1	2,056.5	45	4.17	9	662.4	35	1.34	12	116.01	15	644.98	18
47 Virginia	5	7,403.6	22	1.42	40	2,981.2	15	0.57	29	68.98	25	391.13	28
48 Washington	6	11,105.0	14	2.83	22	285.6	41	0.07	41	6.72	38	33.47	41
49 West Virginia	3	4,361.0	31	2.33	26	1,516.4	24	0.81	20	78.81	23	664.22	17
50 Wisconsin	3	15,061.3	9	3.19	17	6,185.6	7	1.31	13	130.07	11	795.48	12
51 Wyoming	0	0.0	53	0.00	53	0.0	52	0.00	49	0.00	48	0.00	48
52 American Samoa	1	1,170.6	50	39.81	1	775.1	33	26.37	1	**		**	
53 Guam	1	432.7	52	4.70	8	0.0	52	0.00	49	**		**	
54 Puerto Rico	1	4,293.8	33	1.47	39	2,885.9	16	0.99	16	**		**	
55 Virgin Islands	1	809.1	51	12.06	2	8.3	49	0.12	39	**		**	
Aggregate U.S.		$515,714.0		$198.34		$126,252.4							

+ Fiscal Year 1978 Expenditures data.
+ + Refers to the entire DC Metropolitan area.
*Actual Figure is less than $0.005.
**Expenditures data not available.

Source: Planning and Analysis, CPB

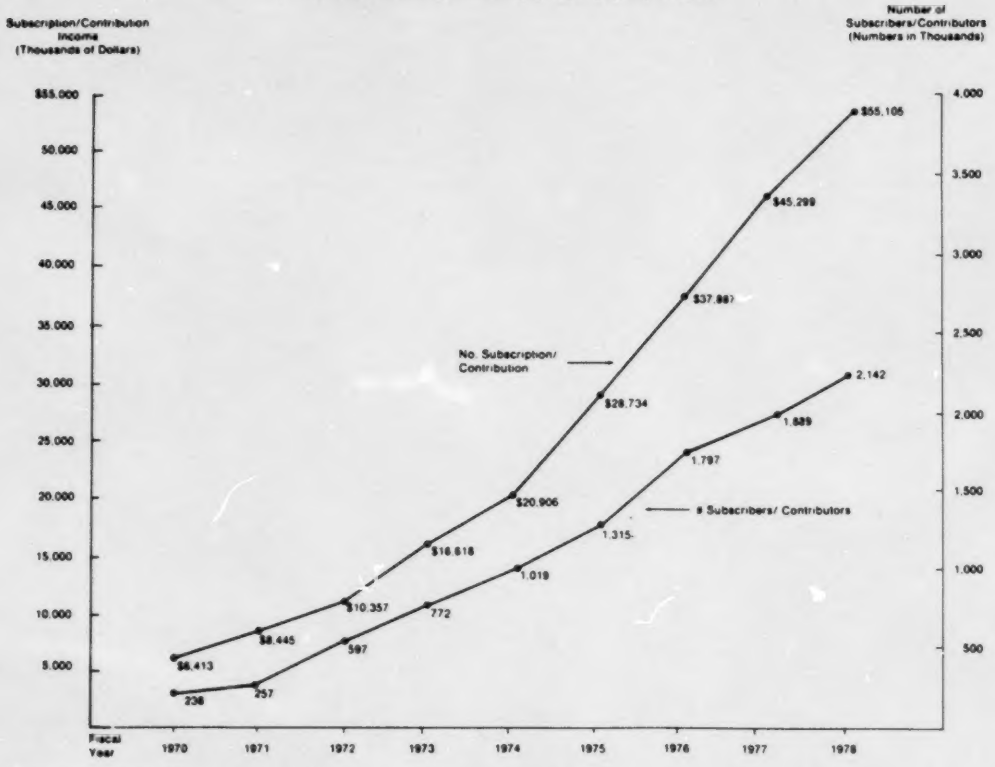
Table 7
Income of Public Radio Stations by State and by State Government Income, Per Capita Income and Rank: Fiscal Year 1979

State	No. of Licensees	Total Income ($000's)	By Rank	Per-Capita Income $	By Rank	State Government Income ($000's)	By Rank	State Per Capita Income $	By Rank	State Income/ State Expenditures+ (x .00001)	By Rank	State Income/State Education Expenditures++ (x .00001)	By Rank
1 Alabama	3	$ 1,498.9	20	$ 0.40	19	$ 187.3	9	$ 0.05	11	$ 5.76	9	$ 25.63	12
2 Alaska	5	1,553.2	18	3.83	1	571.6	3	1.41	1	44.34	1	289.40	1
3 Arizona	4	1,167.7	22	0.48	13	0.0	33	0.00	21	0.00	32	0.00	32
4 Arkansas	1	190.7	41	0.09	41	0.0	33	0.00	21	0.00	32	0.00	32
5 California	16	7,157.1	1	0.32	24	59.3	16	0.00*	21	0.24	26	1.84	24
6 Colorado	3	618.9	29	0.22	31	66.8	14	0.02	14	2.93	12	12.67	15
7 Connecticut	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
8 Delaware	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
9 Dist. of Columbia+ +	3	1,426.8	21	0.47	14	0.0	33	0.00	21	—	—	—	—
10 Florida	6	2,147.7	12	0.24	30	583.9	2	0.07	8	10.40	5	88.49	5
11 Georgia	1	554.0	30	0.12	39	11.2	26	0.00*	21	0.29	24	1.80	25
12 Hawaii	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
13 Idaho	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
14 Illinois	9	4,615.3	6	0.41	18	266.7	8	0.02	14	2.68	13	19.86	14
15 Indiana	4	1,895.9	15	0.35	22	7.4	28	0.00*	21	0.20	28	0.95	29
16 Iowa	8	2,895.9	8	0.95	3	175.2	11	0.06	19	6.39	8	39.39	9
17 Kansas	4	1,530.3	19	0.65	9	28.3	23	0.01	18	1.62	16	83.77	6
18 Kentucky	7	1,814.4	16	0.51	12	43.0	19	0.01	18	1.33	19	7.43	18
19 Louisiana	1	257.8	37	0.06	42	12.1	25	0.00*	21	0.31	22	2.18	27
20 Maine	2	333.6	35	0.30	25	85.6	13	0.08	7	7.65	7	66.86	8
21 Maryland	2	728.1	27	0.18	33	12.3	24	0.00*	21	0.30	23	2.30	21
22 Massachusetts	3	1,928.2	14	0.33	23	4.9	29	0.00*	21	0.08	29	0.96	28
23 Michigan	12	5,527.0	4	0.60	10	1.4	30	0.00*	21	0.01	30	0.09	30
24 Minnesota	8	5,573.7	3	1.37	2	140.1	12	0.03	12	3.13	11	20.91	13
25 Mississippi	1	124.6	44	0.05	43	0.0	33	0.00	21	0.00	32	0.00	32
26 Missouri	8	2,631.1	9	0.54	11	7.7	27	0.00*	21	0.26	25	1.77	26
27 Montana	1	213.1	39	0.27	28	0.0	33	0.00	21	0.00	32	0.00	32
28 Nebraska	1	164.1	43	0.10	40	0.0	33	0.00	21	0.00	32	0.00	32
29 Nevada	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
30 New Hampshire	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
31 New Jersey	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
32 New Mexico	2	337.9	34	0.27	28	0.0	33	0.00	21	0.00	32	0.00	32
33 New York	15	6,410.8	2	0.36	21	510.2	5	0.03	12	2.38	14	27.91	11
34 North Carolina	1	175.6	42	0.03	44	0.0	33	0.00	21	0.00	32	0.00	32
35 North Dakota	3	619.9	28	0.94	5	0.0	33	0.00	21	0.00	32	0.00	32
36 Ohio	11	4,787.4	5	0.45	16	49.1	18	0.00*	21	0.55	20	4.00	20
37 Oklahoma	2	362.1	33	0.13	37	0.0	33	0.00	21	0.00	32	0.00	32
38 Oregon	7	2,052.1	13	0.81	6	390.1	7	0.15	4	15.04	4	99.20	3
39 Pennsylvania	6	2,151.2	11	0.18	33	0.0	33	0.00	21	0.00	32	0.00	32
40 Rhode Island	0	0.0	45	0.00	45	0.0	33	0.00	21	0.00	32	0.00	32
41 South Carolina	3	835.2	26	0.28	27	510.3	4	0.17	3	19.74	3	96.67	4
42 South Dakota	2	321.0	38	0.47	14	1.3	31	0.00*	21	0.22	27	1.18	27
43 Tennessee	6	1,751.0	17	0.40	19	50.0	17	0.01	18	1.62	16	7.49	17
44 Texas	9	2,301.3	10	0.17	36	37.6	20	0.00*	21	0.44	21	2.28	22
45 Utah	3	986.9	25	0.72	8	29.2	22	0.02	14	2.25	15	9.62	16
46 Vermont	1	388.3	32	0.79	7	29.8	21	0.06	9	5.22	10	29.05	10
47 Virginia	4	1,030.5	24	0.20	32	0.5	32	0.00*	21	0.01	30	0.07	31
48 Washington	3	1,149.3	23	0.29	26	59.9	15	0.02	14	1.41	18	7.02	19
49 West Virginia	1	249.0	38	0.13	37	183.7	40	0.10	6	8.94	6	80.47	7
50 Wisconsin	5	4,502.9	7	0.95	3	1,084.2	1	0.23	2	22.80	2	139.20	2
51 Wyoming	1	202.4	40	0.45	16	0.0	33	0.00	21	0.00	32	0.0	32
52 American Samoa	0	0.0	45	0.00	45	0.0	33	0.00	21	**	**	**	**
53 Guam	0	0.0	45	0.00	45	0.0	33	0.00	21	**	**	**	**
54 Puerto Rico	1	519.4	31	0.18	33	446.8	6	0.15	4	**	**	**	**
55 Virgin Islands	0	0.0	45	0.00	45	0.0	33	0.00	21	**	**	**	**
Aggregate		$77,543.4		$ 2.70		$ 5,647.6							

+ Fiscal Year 1978 Expenditures data.
++ Refers to the entire DC Metropolitan area.
*Actual figure is less than $0.005.
**Expenditures data not available.

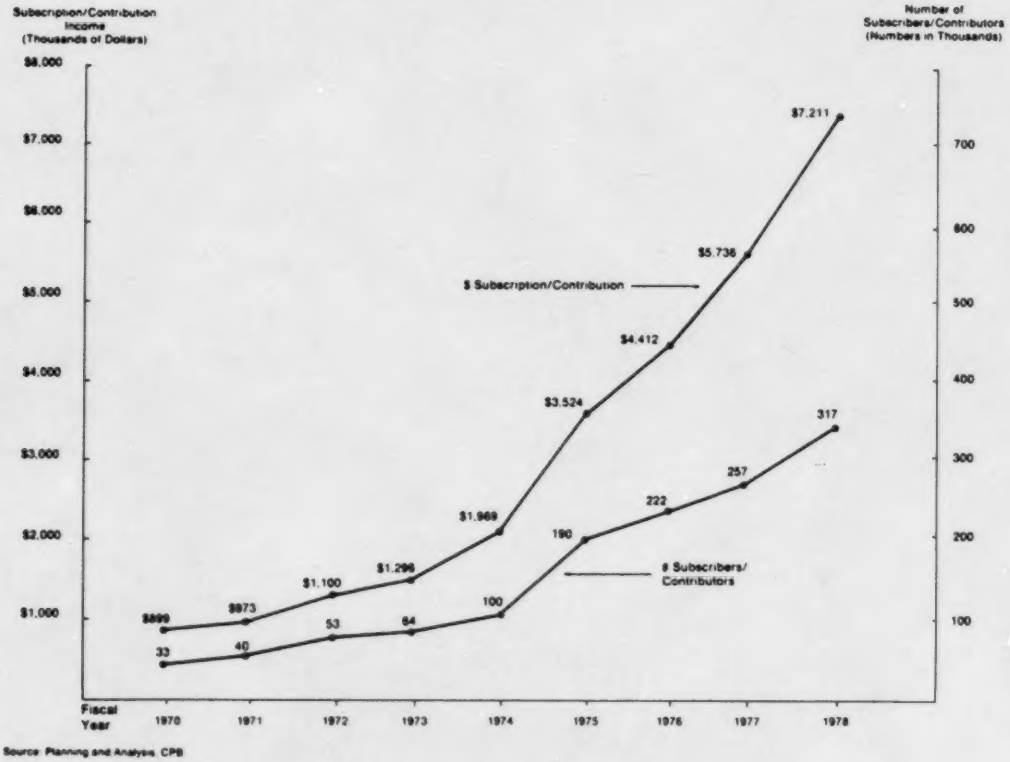
Source: Planning and Analysis, CPB

Figure 6
GROWTH OF PUBLIC TELEVISION LICENSEES' TOTAL SUBSCRIPTION INCOME AND SUBSCRIBERS/CONTRIBUTORS: FISCAL YEARS 1970-1978



Source: Planning and Analysis, CPB

Figure 7
GROWTH OF PUBLIC RADIO STATIONS' TOTAL SUBSCRIPTION INCOME AND SUBSCRIBERS/CONTRIBUTORS: FISCAL YEARS 1970-1978



Source: Planning and Analysis, CPB

EXPENDITURES OF PUBLIC BROADCASTING

Public broadcasting expenditures during FY 1979 were estimated at $598.8 million.[1] Of this amount, public television and radio stations' direct (money) expenditures amounted to $487.3 million.

Direct Expenditures of Public Television and Radio Stations

The patterns of direct expenditures varied for both public television and radio stations. Table 8 shows television licensees expended $377 million, or 87.6 percent of total direct expenditures ($430.6 million), for operations and the remaining $53.6 million, or 12.4 percent, for capital expenditures. For radio, $51.8 million, or 91.3 percent of the total expenditures, were spent for operating purposes; and $4.9 million, or 8.7 percent, for capital expenses. Thus, proportionately more monies were spent for capital expenditures by television than radio.

For both television and radio, programming and production costs were the largest expense item: (49.8 percent of total operating expenditures for television and 48.4 percent for radio).

Broadcast engineering and technical operating costs were 22.5 percent; general administration was 15.4 percent; fundraising and public information was 12.2 percent (combined) for television. Of the total operating cost for radio, general administration cost 21.3 percent; broadcast and technical operations were 18.7 percent; and public information and fundraising were 11.6 percent.

Public television acquires programs from abroad and sells abroad. According to PBS, nine PTV stations and two independent producers sold a total of 954 hours of programs for $2.5 million in FY 79. The amount represents a 9 percent increase in dollars and 3 percent decrease in hours from FY 78. In contrast, public television acquired 223 hours of programs from abroad and cost the system $9.25 million in FY 79. In FY 78, program acquisition cost the system $6.5 million for 172 hours.

[1] Since public broadcasting is nonprofit, it is assumed that total expenditure equals its revenues in the long run.

Table 8
Direct Expenditures of PTV and Radio Licensees
Fiscal Year 1979
(Thousands of Dollars)

	PTV Licensees	Public Radio Licensees
Direct Operating Expenditures	$376,970	51,802
Percent of Total	87.6%	91.3%
Programming and Production	187,676	25,089
Broadcast Engineering and Technical	84,709	9,694
Public Information	21,784	3,163
Fundraising	24,209	2,830
General Administration	58,092	11,026
Capital Expenditures	$ 53,599	$ 4,923
Percent of Total	12.4%	8.7%
Total Direct Expenditures	$430,569	$56,730
Percent	100.0%	100.0%

Source: Planning and Analysis, CPB

Comparative Service Costs of American Broadcasting and Selected Foreign Public Broadcasting Systems

Although growth of public broadcasting in the United States has been substantial over the past ten years, public broadcasting continues to be dwarfed by its commercial counterpart in both revenues and expenditures. In 1978, American public broadcasting revenues (television and radio combined) were $552 million, whereas American commercial systems' broadcast revenues were over $9.5 billion, or 17 times

Table 9
TELEVISION AND RADIO SERVICE COSTS BY SELECTED COUNTRIES, 1978

Systems	System Total Amount	System Per-Person Costs	Television Total Amounts	Television Per-Person Costs	Radio Total Amount	Radio Per-Person Costs
1. U.S. public broadcasting, 1978						
Public system revenues*	$ 552,325,000	$ 2.53	$ 469,836,000	$ 2.15	$ 82,489,000	$ .37
Federal appropriations	160,762,000	.74	133,546,000	.61	27,216,000	.13
2. U.S. commercial broadcasting, 1978						
Broadcast Revenues	9,548,300,000		6,913,000,000		2,635,300,000	
Broadcast expenses only	7,590,100,000	34.73	5,265,900,000	24.09	2,324,200,000	10.64
3. CBC (Canada), 1978						
All expenses**	474,584,000	20.35	370,460,000	15.88+	104,124,000	4.47+
Parliamentary grant**	409,398,000	17.55	319,576,000	13.70+		
4. BBC (United Kingdom), 1978						
All expenses**	520,054,000	9.29	375,725,000+	6.71+	144,329,000+	2.58+
5. NHK (Japan), 1978						
All expenses	1,040,975,000	9.14	—	—	—	—

*Non-broadcast income included
**Home service only
+Estimated
Source: 1. Corporation for Public Broadcasting
2. FCC: TV Broadcast Financial Data 1978 and AM and FM Broadcast Financial Data 1978
3. CBC Annual Report 1978-1979
4. BBC Handbook 1979
5. NHK 1978-1979 (Handbook)

public broadcasting's revenues. In the previous year, commercial broadcasting's broadcast revenues were $8.2 billion, compared to $482 million for public broadcasting.

Per-person cost of public broadcasting in the United States was $2.53 in 1978 (Table 9); commercial broadcasting was $34.73. Commercial broadcasting's per-person cost was 14 times that of public broadcasting. When examined by television and radio per-person costs separately, the differences between commercial and public systems are more noticeable, particularly for radio: $10.64 for commercial radio and $.37 for public radio; for television, $24.09 for commercial television and $2.15 for public television.

Significantly, American public broadcasting's per-person income also lags far behind other major foreign public broadcasting systems. In 1978, the latest year for which comparable data are available, American public broadcasting's per-capita income was only one-eighth of Canada's CBC ($2.53 vs. $20.35); less than one-third of Japan's NHK ($2.53 vs. $9.13); and less than the United Kingdom's BBC ($2.53 vs. $9.29). As was in the case with commercial broadcasting, the differences were even more striking for radio than for television.

PROGRAMMING

Public Television Programming Content by Category

In FY 78, the annual average number of broadcast hours per-broadcaster was 4.894.[1] This represents an increase of 8 percent in the number of hours over the 1976 level, when an annual average of 4,542 hours was aired per-broadcaster. As Table 10 presents, on the average, each broadcaster aired 728 hours of instructional television (ITV) programs, comprising 14.9 percent of all air time (a decrease from 16.1 percent in 1976). Children's Television Workshop's (CTW) *Sesame Street* and *The Electric Company* (included in those portions classified as ITV programming), accounted for 788 hours, or 16.1 percent of all air time, representing a decrease from 808 hours and 17.8 percent of all broadcast hours in 1976. General programs, including News/Public Affairs, Information/Skill, Cultural, Children's and other programs, accounted for 3,460 hours, or 70.7 percent all air time in FY 78, up from 3,018 hours and 66.5 percent in 1976. (See Figure 8).

[1] *PTV Program Content Survey: Fiscal Year 1978*, CPB, 1979.

Table 10
Percentage Distribution of PTV Broadcast Hours
by Type of Program Producer, and Distribution
(Per Broadcaster)
1974, 1976, and 1978[1]

	1974 Percent of All Hours	1976 Percent of All Hours	1978 Percent of All Hours
(Annual Broadcast Hours)	**(3,872 hrs.)**	**(4,542 hrs.)**	**(4,894 hrs.)**
TYPE OF PROGRAMS			
ITV	17.1%*	16.6%**	14.9%***
Sesame Street/The Electric Company	21.2	17.8	16.1
General	61.1	66.5	70.7
News/Public Affairs	12.6	11.9	11.0
Information/Skills	15.9	19.9	23.6
Cultural	17.9	20.9	22.1
General Children's	10.7	10.0	8.7
Other	4.4	3.8	5.3
PRODUCER			
Local	11.4%	10.1%	5.7%
PTV Stations	45.4	48.2	52.2
Consortium	2.5	1.7	1.8
CTW	22.0	18.8	16.8
Independent	5.9	6.1	5.3
Commercial	1.9	2.8	2.7
Foreign/Co-Production	5.8	7.6	9.1
Other	5.1	4.6	4.4
DISTRIBUTOR			
Local	11.3%	10.0%	7.4%
PBS	62.1	69.3	71.6
Regional Network	9.6	6.2	5.4
All Others	17.0	14.5	15.6
SPECIAL TARGET AUDIENCE			
Annual hrs. per Broadcaster	7.2%	6.5%	8.7%

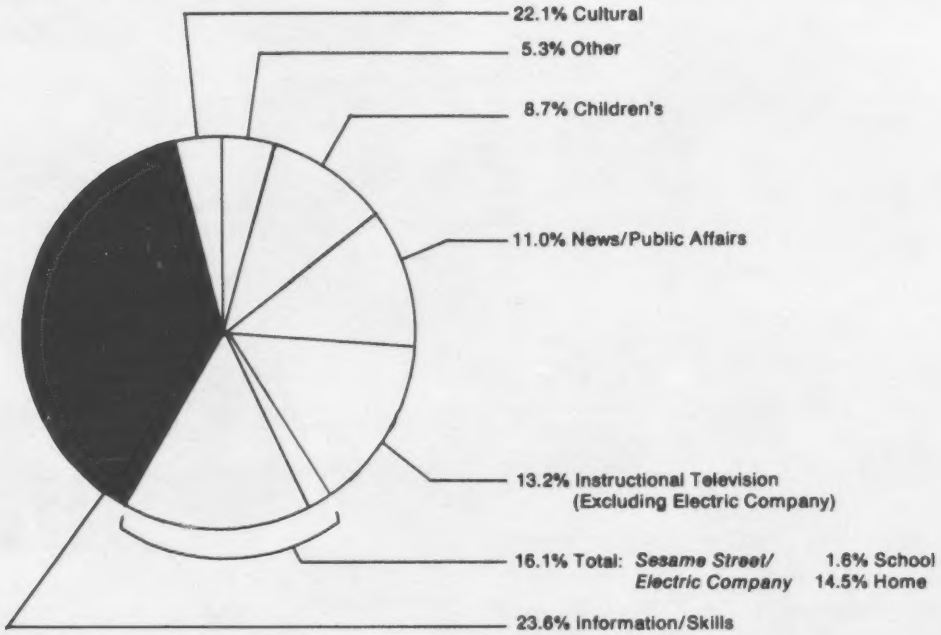
[1] 1974 and 1976 data are for calendar years. 1978 data is for fiscal year.
*Does not include *The Electric Company* or *Villa Alegre*.
**Includes *The Electric Company* (1.6% of total) and *Villa Alegre* (0.2% of total) broadcast during school hours on days when school was in session.
***Includes *The Electric Company* (1.6% of total) broadcast during school hours on days when school was in session.

Figure 8

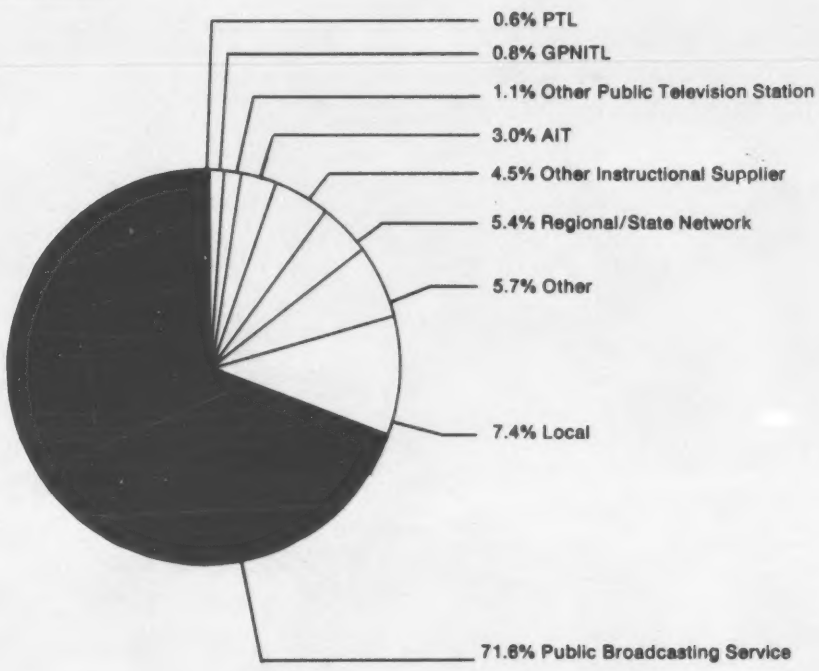
BROADCAST HOURS OF PTV STATIONS BY TYPE OF PROGRAM AND DISTRIBUTOR
FISCAL YEAR 1978

(Annual Broadcast Hours per Broadcaster = 4,894)

BY TYPE OF PROGRAM



BY DISTRIBUTOR



In 1978, nearly 60 percent (2,920 hours per broadcaster) of all broadcast programs were produced by PTV stations. This was followed by CTW (16.8 percent); foreign coproduction (9.1 percent); and other independent producers (5.3 percent). Local stations' share alone was 7.7 percent, or 376 hours of all airtime, indicating a sizeable decrease from 10.1 percent since 1976.

Broadcast materials were distributed by various sources. The distributor of a program refers to the organization which places it in distribution. Therefore, a distributor and a producer are not necessarily the same. For example, materials produced at a local station could be sent to PBS for national distribution. As has been the case since early 1970s, PBS was the largest single distributor of programs in 1978 with 3,504 hours per broadcaster, or 71.6 percent of all hours, up from 69.3 percent in 1976. Locally-produced programs for local use were the second most frequent (7.4 percent), down from 10 percent in 1976. Regional networks were responsible for 5.4 percent, representing a decrease from 6.2 percent in 1976. (See Table 10 for details.)

Special or target audience programming in 1978 showed an increase of 130 hours per year to 424 hours per broadcaster, over 1976, and the percentage of all air time it represented jumped from 6.5 percent to 8.7 percent. Much of this increase was accounted for by the single program for older viewers, *Over Easy*, which constituted nearly one-third of the 1978 target programming.

Public Radio Programming Content by Category

The annual average broadcast hours per public radio station were 6,773 hours in FY 78.[2] Although the past comparable data are unavailable, it is evident that the average broadcast hours-per-station have steadily increased since the early 1970s. As Figure 9 and Table 10 illustrate, music programs were the most popular for radio. Musical content comprised 68.6 percent of all air time; News/Public Affairs accounted for 21 percent, followed by Cultural Programs (17.9 percent), and Instructional Programs (2.1 percent). The remaining miscellaneous programs accounted for 8.6 percent of all air time in 1978. The FM stations carried more Music and less News/Public Affairs Programs than did AM stations.

Of all music programs among public radio stations, as shown in Table 11, Classical Music was the most popular program with 38.9 percent of the total broadcast hours, followed by Jazz (14.6 percent) and Contemporary Music (8.7 percent) during FY 78.

In terms of distribution of programs, NPR, the national interconnection system, was responsible for 21.7 percent of all material broadcast, while 59.4 percent was of local origin. Syndication was next with 9.3 percent, followed by other public radio stations (4.5 percent). Stations with larger budgets had higher percentages of locally-originated broadcast hours.

[2] *Public Radio Program Content Survey: Fiscal Year 1978*, CPB 1979.

Table 11
Percentage Distribution of Public Radio Broadcast Hours by Type of Program and Distribution (Per Station) FY 1978

(Annual Broadcast Hours)	(6,773 hrs. = 100.0%)
*Type of Program**	
Music	
No News	60.3%
With News	8.5
News/Public Affairs	
No music	21.0
Culture	17.9
Instructional	2.1
Miscellaneous	8.6
Distributor	
NPR	21.7%
Local	59.4
Public Radio Source	4.5
Commercial	1.5
Syndicator	9.3
Public TV	0.2
Combination	2.6
Other	0.8

*Type of Music**	
Music Hrs., with and without News	68.8%
Classical	38.9
Opera	4.5
Jazz	14.6
Contemporary	8.7
U.S. Folk	3.9
International Folk	1.6
Show Film	1.7
Other	7.1

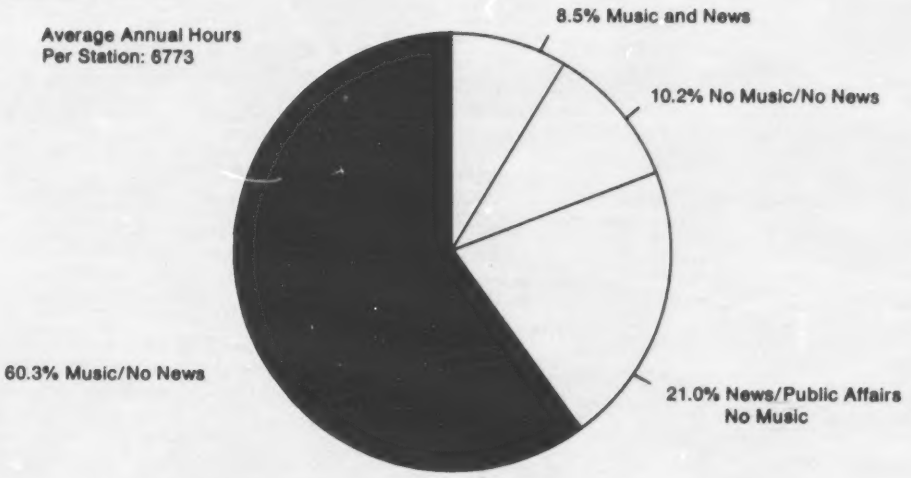
*Multiple coding allowed

Figure 9

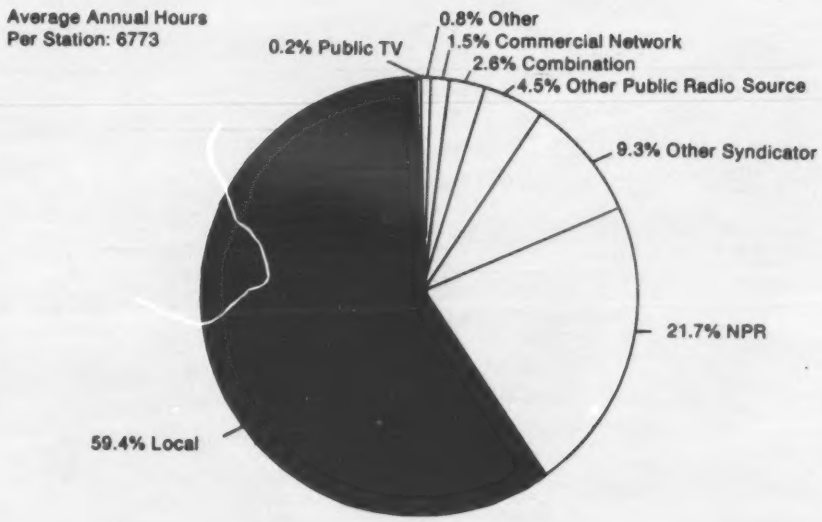
BROADCAST HOURS OF PUBLIC RADIO STATIONS BY TYPE OF PROGRAM AND DISTRIBUTOR FISCAL YEAR 1978

(Annual Broadcast Hours per Station = 6,773)

BY TYPE OF PROGRAM



BY DISTRIBUTOR



NATIONAL INTERCONNECTION SERVICES

Public Broadcasting Service (PBS): National Interconnection Services for Television

The Public Broadcasting Service is a private nonprofit national membership organization of the public television stations. As a part of the latest reorganizational efforts in 1979, PBS was restructured to focus on the design and delivery of programming. In addition to these services, PBS provides various professional services and information services for its member stations and for administration of the Station Program Cooperative (SPC), Station Independence Program (SIP), and the Station Acquisition Market (SAM).

The PBS is primarily funded by its members and CPB. It operates a satellite-interconnected system for distribution of programs to public television stations throughout the United States and the outlying areas. (See Map 1 for PBS Interconnection System.)

The National Program Service distributed by PBS includes series and specials originating from a variety of production sources (PBS, itself, does not produce programs). The largest production source is individual public television stations. Through the nation's first communications satellite system for regular over-the-air television distribution, which was completed in 1978, PBS offers the programs to the stations. This satellite system will soon have four or more channels, any two of which may be picked up simultaneously by public television stations. Currently, three satellite channels are regularly used.

In 1979, PBS was reorganized into three separate national program services in an effort to provide a wider range and more diversified program services to local audiences: PTV-1 is responsible for the presentation of prime time general audience programs; PTV-2 provides special interest programs to specific audiences, which include target audience programs such as minority and women's programming. (It will also serve as an alternate mail distribution service for public television programs); PTV-3 is responsible for general audience, children's and youth educational programming, in-school instructional programming and adult learning and post-secondary programming.[1]

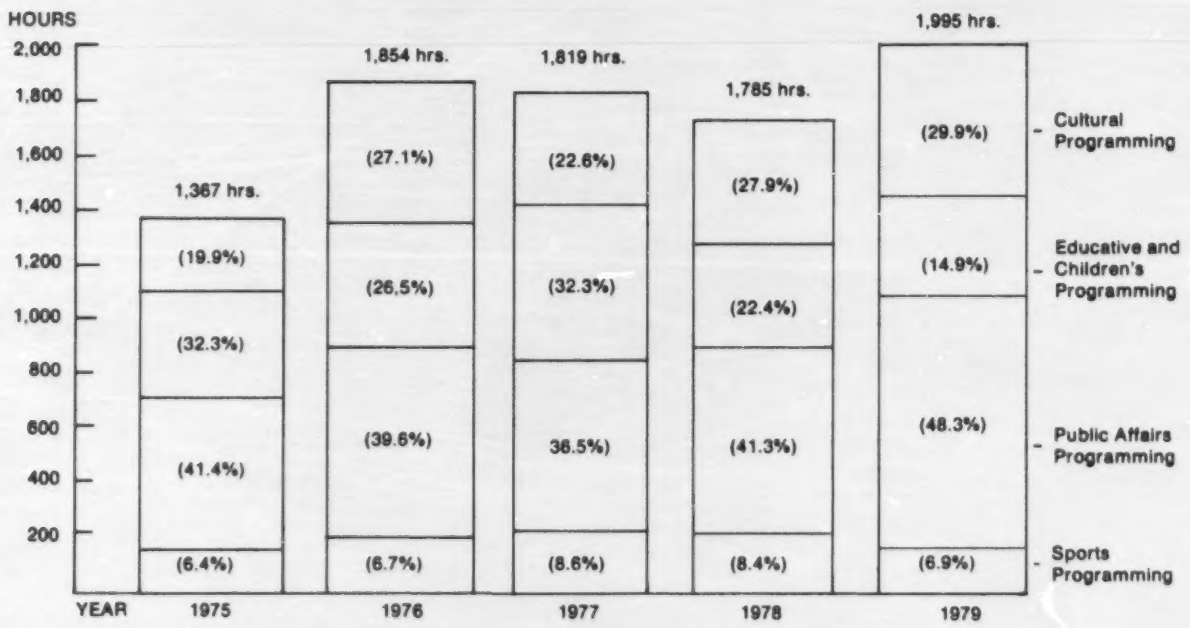
As Figure 10 and Table 12 show, in FY 79 PBS distributed 1,995 hours of original programming, an increase of 11.8 percent over the previous year. Public affairs programming headed the list of program types with 48.3 percent, followed by cultural programming, 29.9 percent, educational and children's programs, 14.9 percent, and sports, 6.9 percent.

In FY 79, 54 public television stations, 75 independent producers and 29 foreign producers provided programs for PBS distribution. Of the total first-run programs (1,995 hours), public television stations were responsible for producing the majority of the programs at 1221 hours or 61 percent of the total[1]. American independent producers provided a total of 402, or 20.2 percent of all original programs. The cost of funding or acquiring these independent programs amounted to $26.2 million, which comprised 28 percent of total expenditures ($92.4 million) for all programs distributed by PBS. Foreign producers were responsible for 223 hours, or 11 percent of all program hours and the cost of these foreign programs was $9.25 million, or 10 percent of the total expenditures, whereas 954 original hours of PBS-distributed American television programs were sold abroad for

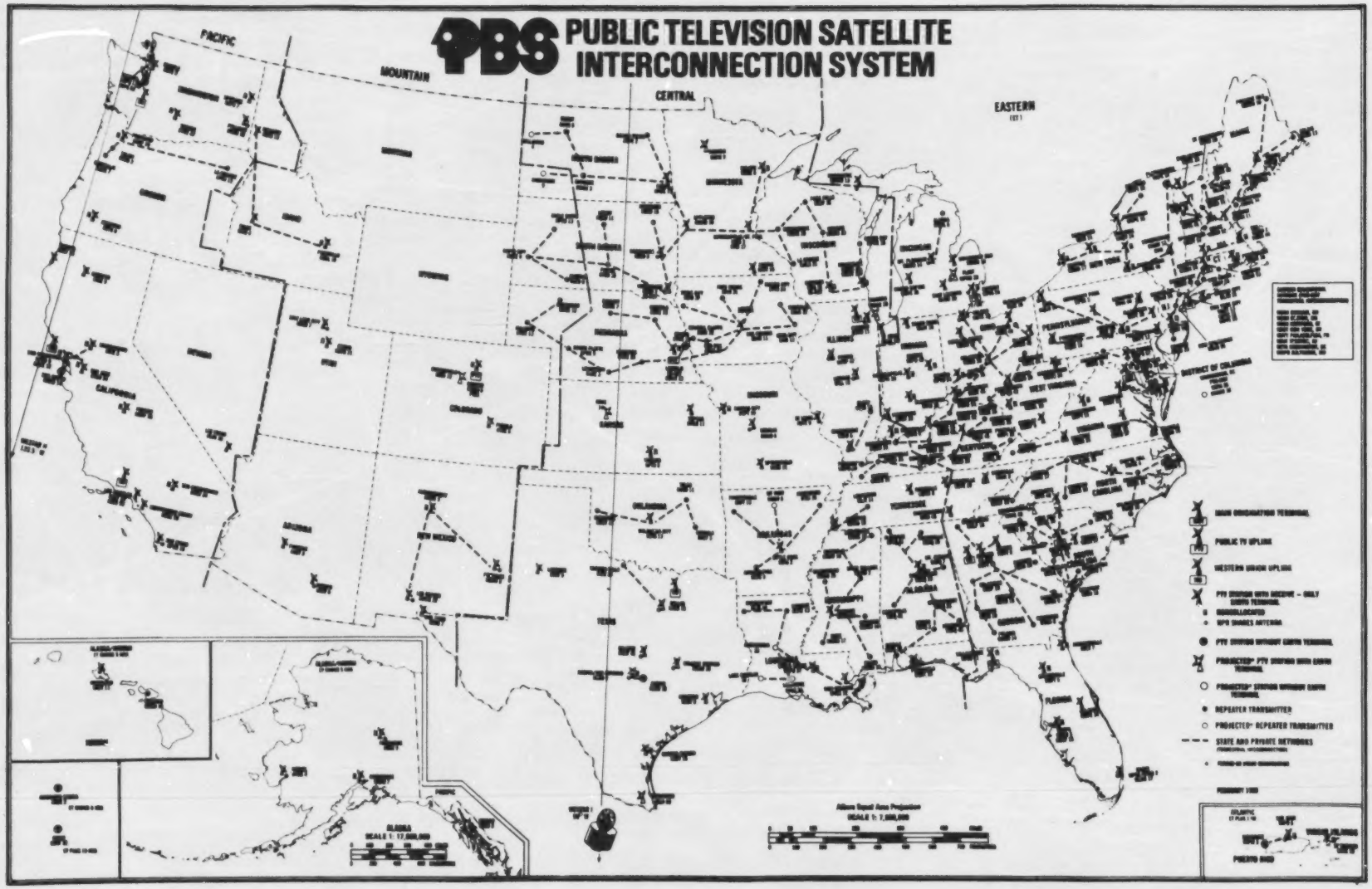
[1] PBS Research, *Program Information Notebook: FY 1979*

Figure 10—Original Broadcast Hours Distributed by PBS

Fiscal Years 1973-1979



MAP I


PBS
PUBLIC TELEVISION SATELLITE
INTERCONNECTION SYSTEM
PACIFIC
MOUNTAIN
CENTRAL
EASTERN

$2.5 million during the same period. Two major commercial networks, ABC and CBS, and motion picture studios provided the remaining 149 hours of PBS distributed programs.[2]

In the past year, the programs distributed by PBS have won numerous awards for distinction. These include the George Foster Peabody Awards for WGBH-TV's *World*, and WTTW-TV's *Miles to Go Before We Go to Sleep* and *Little Rock Central High School*; the Dupont-Columbia Awards for WGBH-TV's *World Inside Europe: F-16 Sale of the Century* and WHA-TV's *An American Ism: Joe McCarthy*; and the prestigious Ohio State Awards for SECA's *Cinematic Eye: Banquests in the Dark and the Dancer;* Agency for Instructional Television's *Trade Offs;* KCET-TV's *Freestyle;* KOCE-TV's *Humanities Through the Arts and Introducing Biology;* Maryland Center for Public Broadcasting's *Tomorrow's Families;* WETA-TV's *A Place of Dreams;* New Jersey Public Television's *Atlantic City: The Queen Takes a Change;* and Mississippi Authority for Educational Television's *William Faulkner; A Life on Paper.* Also received for distinction were the Emmy Awards for Tom Ancell for *Giulini's Beethoven's Ninth Live: A Gift from Los Angeles,* in the creative art category; Mikhail Baryshnikov's *Baryshnikov at the White House* in the outstanding individual achievement—special event; *Christmas Eve on Sesame Street* in outstanding children's program and *Balacine IV; Dance in America (Great Performance Series)* in outstanding classical program in the performing arts.

[2] *Ibid.*

Table 12
Original Broadcast Hours Distributed by PBS: Fiscal Years 1973-79

Hours:	FY 73	FY 74	FY 75	FY 76	FY 77	FY 78	FY 79
Cultural Programming	379	400	272	503	412	498	596
Educative and Children's Programs	286	315	442	491	587	491	297
Public Affairs Programs	437	504	566	735	664	737	964
Sports	*	*	87	125	156	149	138
Total	1,102	1,219	1,367	1,854	1,819	1,785	1,995

Percentage Change:	FYs 1975-79	FYs 1978-79
Cultural (See above)	+119 %	+20 %
Educative and children's programs	- 33 %	- 26 %
Public Affairs programs	+70 %	+31 %
Sports	+58 %	- 8 %
Total	45.9%	+11.8%

Source: PBS Communication Research

National Public Radio (NPR): National Interconnection Service For Radio

National Public Radio is the major national program production and interconnection service for public radio stations, in addition to the representation of its members' interests.

Regular interconnection and program services started in early May 1971 with the premiere of *All Things Considered*. Funded primarily by CPB and its member stations, NPR continues to operate as a private, nonprofit corporation.

The NPR produces a variety of national programs to meet the needs and interests of the public radio audiences. Out of a total of 2,590 hours of original programming offered in FY 79, NPR produced 45 percent, acquired 23 percent from member stations and 32 percent from other sources, including free-lancers, foreign productions, other networks, and news services. In FY 79, NPR's total programs production and acquisition costs amounted to $9.7 million.

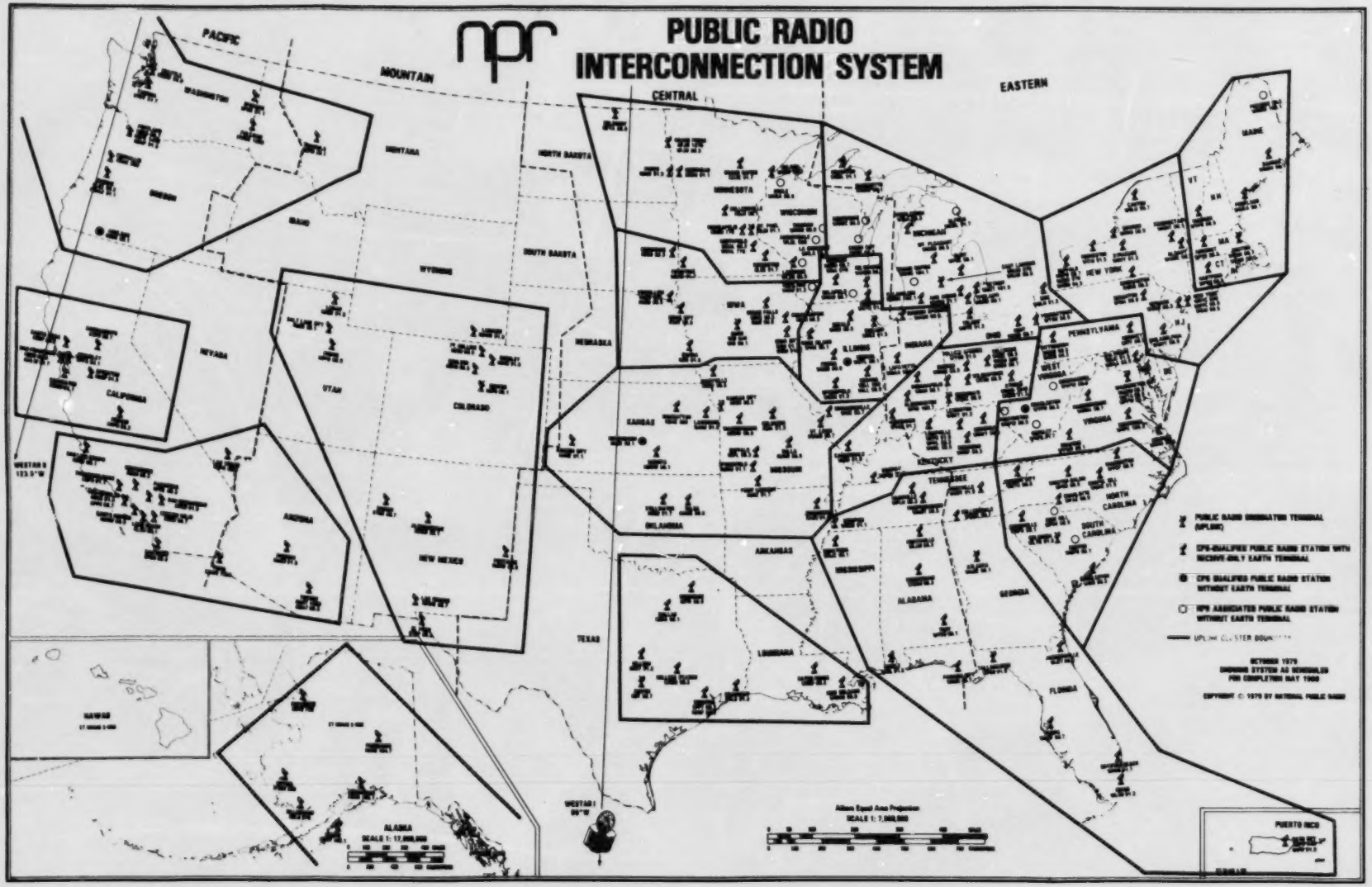
The NPR's total original broadcast hours in 1979 were 2,590, which represent an increase of 1.7 percent over FY 78 and 34.7 percent over FY 75. Among three categories of programming, namely cultural, informational and specialized audience programs, cultural performance programs accounted for 30 percent information 66 percent, and specialized audience four percent. Among three types of programs, as shown in Table 13, specialized audience programs gained the most, a 107.1 percent increase, over the previous year, followed by cultural performance, a 31.7 percent, whereas information programs decreased by 11.5 percent.[3] (See Figure 11).

The public radio satellite system for interconnection began full-scale operation in 1980 and this system brings to radio audiences a full hi-fidelity stereophonic sound of high quality. Currently, four satellite channels are used, with plans for making 20 channels available to each station.

Programming by NPR has won numerous distinctions; for instance, in 1979, altogether 22 media awards were presented to NPR and members of the staff; the "Panama Canal Treaties Debates" alone won six awards, including the Dupont-Columbia Award, the Broadcast Perceptor Award, and a Major Armstrong Award; *Fascinating Rhythm,* a documentary on the making of "Lady Be Good", won an Ohio State Award; "Dialogues on a Tightrope", the documentary on Italy, won two awards, the George Foster Peabody and the Lowell Thomas Awards. In addition, NPR distributed *All Things Considered* and the new *Morning Edition,* two of the nation's most distinguished news and information programs.

[3] National Public Radio, *National Public Radio: Annual Report, Fiscal 1979.*

MAP II

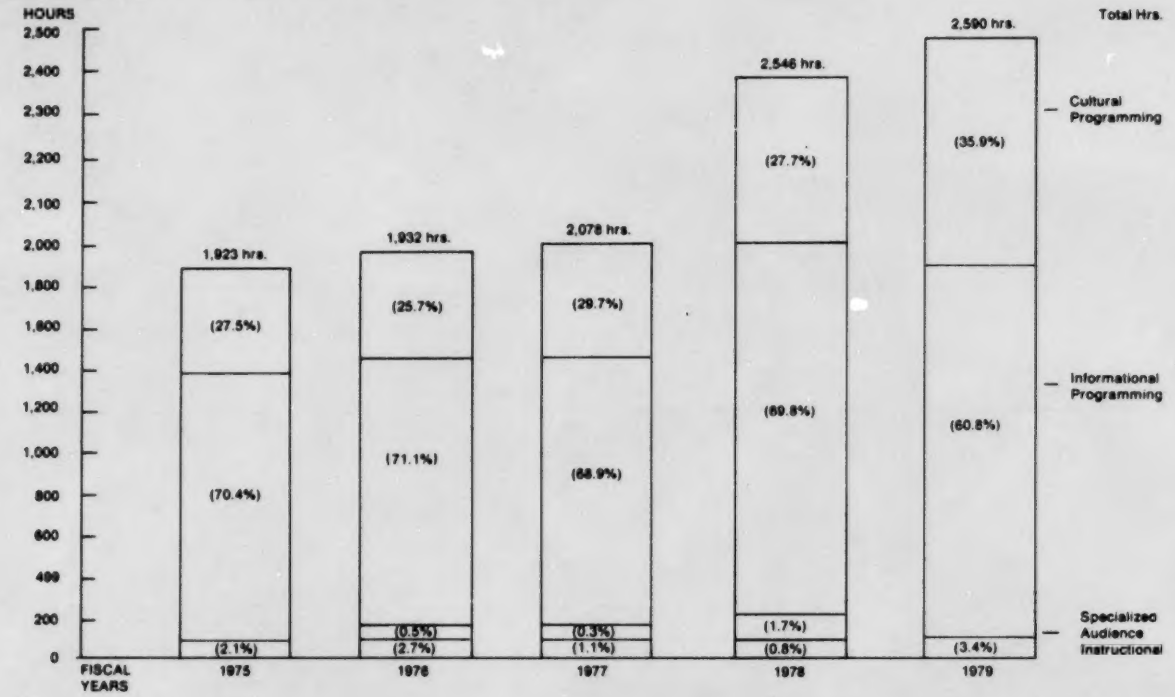


31

34

35

Figure 11—Original Broadcast Hours Distributed by NPR
Fiscal Years 1975-1979



AUDIENCE

Public Television Audience

In March 1980, A.C. Nielsen[1] estimated the potential household coverage of public television to be 90 percent in the United States. In a January 1979 study on awareness and viewing,[2] PTV channels were ascribed as available for household reception in the local area. The types of public television reception were distributed as follows in 1979:

Both VHF & UHF	47%
VHF Only	16%
UHF Only	34%
None	3%

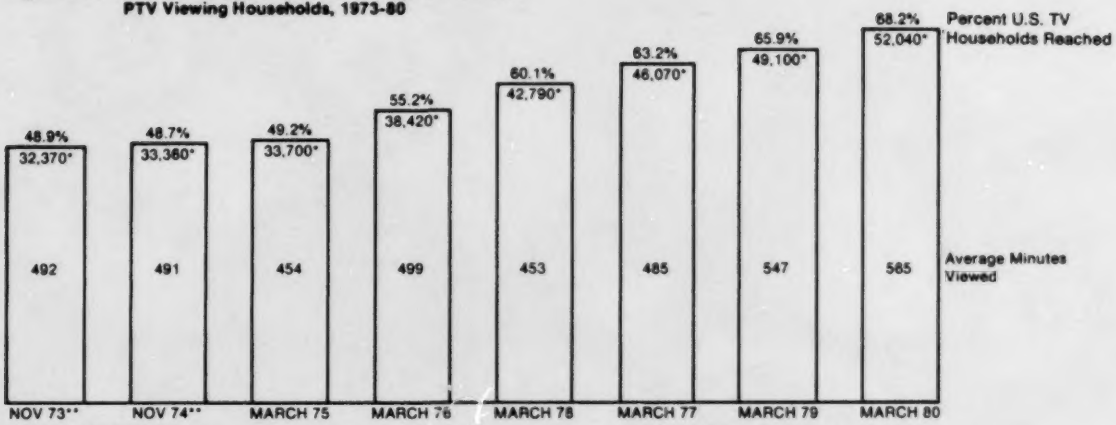
For the 3 percent that were ascribed to no channel, there appeared to be no potential PTV reception. However, some of these reported receiving PTV either by cable or through reception of a distant station outside the usual area of reception. Consequently, only two percent of the people in television households were found to have no PTV available in their area of residence.

In March 1980, the A.C. Nielsen Company estimated that 68.2 percent of the nation's television households (52,040,000 households) tuned to at least one program on public television during that month.[3] This is a 60.8 percent increase in households viewing since November 1973. Figure 12 shows the monthly cumes or reach of public television since November 1973. In March 1980, the size of the public television audience was at an all-time high, having increased consistently since March 1975.

Over this same period, the PTV viewing during prime time was relatively stable until March 1976. As Figure 13 shows, the monthly cumes and the average number of minutes viewed by PTV households during prime time have increased since 1975, reaching 50.5 percent of the U.S. television households in March 1980.

1. A.C. Nielsen, PBS Carriage Report for March 24-30, 1980.
2. Statistical Research Inc., Report 1 "Awareness and Viewing", January 1979
3. A.C. Nielsen Company, NTI March 1980

Figure 12—Trend of Monthly Cumes and Average Telecasts of PTV Viewing Households, 1973-80



*Cume in 000's of households.
**Data for March 1973 and 1974 were not available.
Source: A.C. Nielsen National Television Index Special Analysis for CPB/PBS

Table 13
Original Broadcast Hours Distributed by NPR: Fiscal Yars 1975-79

Hours:	FY 75	FY 76	FY 77	FY 78	FY 79
Cultural Programs	528.5	496.6	617.0	705.3	928.9
Informational Programs	1,354.3	1,372.8	1,432.4	1,777.0	1,573.8
Specialized Audience Programs	—	9.4	4.9	42.3	87.6
Instructions Programs	40.1	52.9	23.5	20.7	—
Total Hours	1,922.9	1,931.7	2,077.8	2,546.2	2,590.3
Percentage Change:			**FYs 1975-79**		**FYs 1978-79**
Cultural (See above)			+ 34.7%		+ 31.7%
Information Programs			+ 16.2%		- 11.5%
Specialized Audio Programs			+831.9 (1976-79)		+107.1%
Instructional Programs			- 61.9 (1975-78)		—
Total			+ 34.7%		+ 1.7%

Source: NPR Annual Report, Fiscal 1979

Average weekly viewing estimates for both total day and prime time have also increased significantly. As Table 14 shows, total (accumulated audience) day viewing during the average week increased from 31.4 percent to 46.1 percent of total households between March 1979 and March 1980, while prime time viewing increased from 16.8 percent to 26.2 percent during the same period. Weekly average viewing minutes per PTV household ranged from 178 to 198 weekly, six years: for total day viewing these viewing minutes per-PTV-household ranged from 178 to 198 weekly while, for prime time, these ranged from 93 minutes to 120 minutes. The March 1979 figures were the largest for both total and prime time viewing with 198 and 120 minutes, respectively.

Table 15 gives the demographic make-up of the PTV viewing households, according to A.C. Nielsen estimates, for March 1980, for selected characteristics. The table shows that:

- More than half of the PTV households (58 percent) had an annual income of $15,000 or more;
- PTV households were most likely to be in the Northeast (28 percent) and South (24 percent);
- Almost two out of five (39 percent) of the PTV households were headed by someone with one or more years of college, while more than one-quarter (27 percent) of the household heads had less than a high school education.
- PTV households were more likely not to have children (55 percent) than to have children (45 percent).

Table 14
PTV Viewing—Average Week
March 1975-1980
(Weekly Cumes)

Average Week	TOTAL DAY CUME Percent	TOTAL DAY CUME (000) HH	TOTAL DAY Minutes Per PTV HH
March 1980*	46.1	35,170	184
March 1979	45.3	33,733	198
March 1978	40.9	29,820	187
March 1977	38.7	27,550	175
March 1976	37.4	26,080	185
March 1975	31.4	21,510	178

Average Week	PRIME TIME CUME Percent	PRIME TIME CUME (000) HH	PRIME TIME Minutes Per PTV HH
March 1980*	26.2	19,990	103
March 1979	25.7	10,150	120
March 1978	22.4	16,330	103
March 1977	19.9	14,170	106
March 1976	19.0	13,220	117
March 1975	16.8	11,510	93

**March 24-30, 1980*
Source: A.C. Nielsen Co.

Table 15
Selected Characteristics of PTV Audience
March 1980

Characteristics	Percent of Total TV Households	
Race		
White	89	88
Non-white	11	12
Annual Family Income		
less than $10,000	25	32
$10,000-15,000	17	16
$15,000+	58	52
$20,000+	41	36
Geographical Area		
Northeast	28	24
East Central	13	15
West Central	19	17
South	24	27
Pacific	17	16
Education		
Less than four years high school	27	33
high school	35	34
one or more years of college	39	33
Have children in household	45	41
12-17 yrs.	21	20
6-11 yrs.	22	20
less than 6 yrs.	21	18
No children	55	59

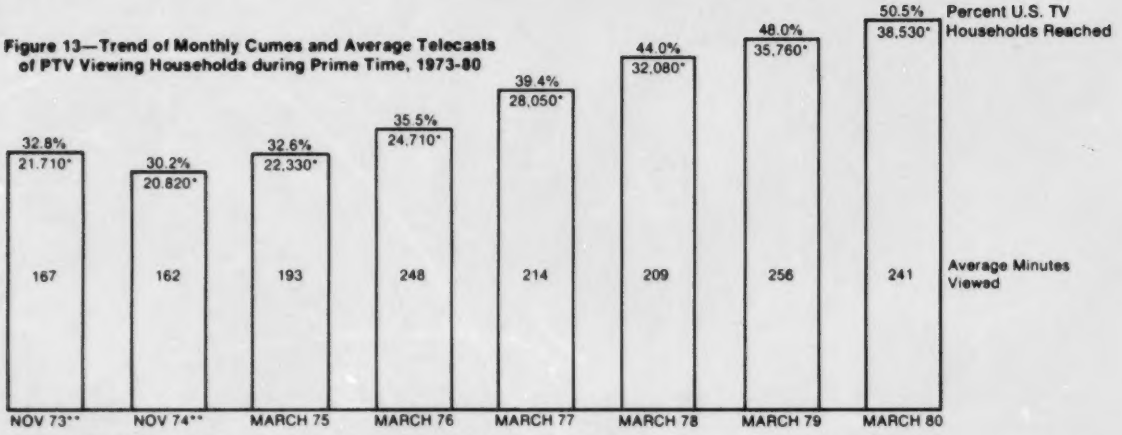
Source: A.C. Nielsen, NTI Analysis for March 1980.

Table 16
Weekly Audience for CPB-Qualified Radio Stations:
1973, 1976 and 1979

Age Group	April/May 1973	April/May 1976	April/May 1979
Men 18+	1,064,600	1,668,800	2,495,600
Women 18+	1,161,800	1,544,200	2,246,600
Adults 18-34	1,726,600	1,187,200	1,751,300
35-64	980,600	1,400,300	2,112,800
Total 12+	2,374,100	3,359,900	4,932,000

Arbitron: Radio Audience Listening Estimates for CPB-qualified Stations, 1973, 1976 and 1979.

Figure 13—Trend of Monthly Cumes and Average Telecasts of PTV Viewing Households during Prime Time, 1973-80



*Cume in 000's of households.
**Data for March 1973 and 1974 were not available.
Source: A. C. Nielsen National Television Index Special Analysis for CPB/PBS.

How does the distribution of PTV households compare with that of the total U.S. television households? Table 15 points out more similarities than differences, except in the "extreme" categories. For instance, PTV households were somewhat more likely to make more than $15,000, to have one or more years of college, and to have children than were the total TV households. Racial and geographic distribution, however, were similar for both groups. The percentage of households with an income of $10,000-15,000 and with a high school education were the same for PTV and total TV households.

Public Radio Audience (Listeners)

According to CPB estimates, public radio reached about 68 percent of the American population in 1979. Estimates based on the April/May 1979 Arbitron Radio Survey, over 4.9 million people among persons 12 years of age and older tune-in public radio during an average week. This indicates that listenership more than doubled since 1973, when the public radio audience data was first documented by the American Research Bureau (Arbitron) for public radio. Arbitron data also indicates that weekly listening hours per public radio listener (12 years and older) are 6.4 in 1980. Table 16 and Figure 14 show a comparison between 1973, 1976 and 1979 of the estimated weekly tune-in sex and age categories.

The Roper organization conducts a series of nationwide surveys on socio-economic and demographic characteristics of public radio listeners, in addition to the Arbitron radio audience survey. Table 17 presents these characteristics of the public radio audience based on claimed listening (ever/listened, listened during past seven days, and listened regularly each week) by Roper respondents. The percentages shown represent the percent of tune-in claimed within each demographic, socio-economic group. It reveals, in general, that proportionately persons of higher socio-economic status, male and white more often tune-in public radio. For instance, in the ever-listened category, college-educated listeners tuned in public radio more often (28.7 percent) than those with grade school education (13.2 percent); male listeners (23.3 percent) vs. female listeners (18.4 percent); and white (21.8 percent) vs. black (13.4 percent). (See Table 17.)

INSTRUCTIONAL/EDUCATIONAL SERVICES

All public television and radio licensees share implicitly in the educational mission of the Corporation for Public Broadcasting, first expressed in the Public Broadcasting Act of 1967 and reiterated in 1978 by the reauthorization legislation, "to encourage growth and development of public radio and television broadcasting, including the use of such media for instructional, educational and cultural purposes." Some licensees, especially school board and state agency licensees and university licensees, have specific instructional missions in their charters. Others provide instructional services to local and state educational authorities on a paid contract basis.

For years many public television stations have regularly provided instructional programs and support services for use by elementary and secondary schools across the nation. Services at the post-secondary level seem to have been steady, although at a lower level than elementary and secondary level services. Public radio's instructional and educational services have been more spotty and have tended to be more focused on the post-secondary education level.

Increased interest is evident in 1980 for post-secondary educational services and the use of non-broadcast distribution at all instructional levels. Many stations report working with college TV consortia in their broadcast areas. And at least five post-secondary educational telecommunications projects are in various stages of development at present: The Annenberg Project (CPB); the National University Consortium (Maryland); the American Open University (Nebraska); PTV-3's Adult Learner Service (PBS); and an NPR project to develop new courses for colleges and adult learners. All point toward increased services for adult learners through public television and radio stations.

Progress is being made in the use of non-broadcast distribution technologies for formal and informal education. Subchannel Communications Authorization (SCA) was being used by radio stations, with a major assistance from NPR, to serve handicapped populations. Two public television stations, WETA-TV and KCET-TV, were conducting studies on the use of teletext systems for the transmission of formal and informal educational materials. The number of public television stations making their regular instructional

Figure 14
Weekly Audience for CPB-Qualified Radio Stations
1973, 1976, and 1979

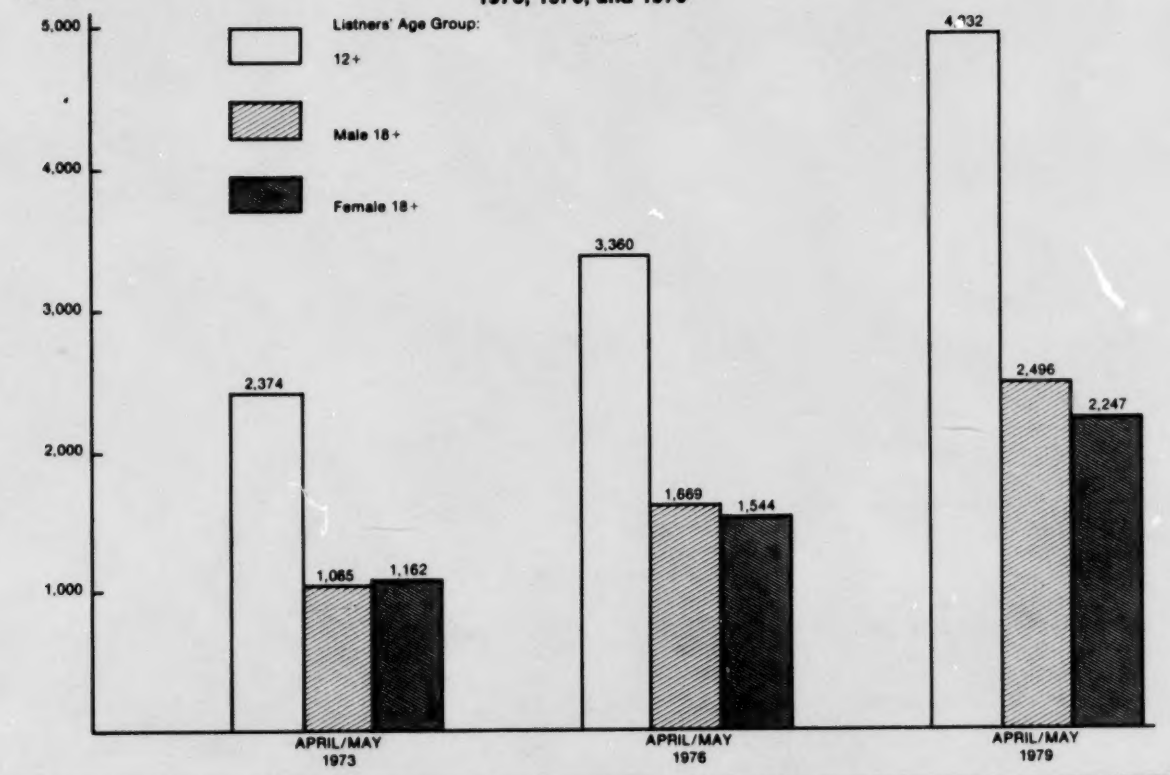


Table 17
Selected Characteristics of Public Radio Listeners: 1980

	Percent Ever Listened	Percent Listened During Past 7 days	Percent Listened Regularly Each Week
TOTAL:	20.7	7.0	5.2
SEX:			
Male	23.3	9.1	6.6
Female	18.4	5.2	4.0
AGE:			
18-29	20.1	7.6	5.3
30-44	24.8	8.9	6.4
45-59	19.4	6.6	5.1
60+	18.0	4.4	5.6
HOUSEHOLD INCOME			
Under $7,000	12.2	3.3	3.0
$7,000-$15,000	17.8	5.8	4.0
$15,000-$20,000	24.5	8.8	5.9
$25,000+	26.4	9.7	8.0
RACE:			
White	21.8	7.6	5.7
Black	13.4	4.0	2.2
REGION:			
Northeast	22.4	7.6	5.5
Midwest	23.0	9.3	6.0
South	13.3	4.2	3.9
West	26.4	7.9	5.9
EDUCATION:			
College	28.7	11.5	9.8
High School	19.4	6.1	3.6
Grade School	13.2	2.9	1.6
OCCUPATION:			
Exec/Prof.	30.4	12.4	10.4
White Collar	25.8	8.9	8.3
Blue Collar	15.7	4.9	2.8

1980 Roper Report: NPR/Public Radio Awareness and Listening Findings.

programs available in non-broadcast formats continued to grow.

This chapter provides information on the utilization of instructional/educational services provided by public television stations and by CPB-qualified public radio stations since 1975. The data were gathered in several studies conducted by CPB.

In those studies, instructional/educational services are categorized as follows:
(1) K-12, i.e., kindergarten to 12th grade (elementary and secondary school students); (2) post-secondary formal (college setting, for credit); (3) post-secondary informal (adult learning, not for credit); and (4) professional in-service (job or career related, usually for some kind of credit or to meet licensing/certification requirements).

The kinds of services provided by television differ somewhat from those provided by radio, thus each medium is discussed separately. Four aspects of each medium are considered, namely: programming, support services and personnel physical facilities, and use of the medium.

Before describing the educational/instructional services provided, it is helpful to understand the financing of those services. Data are only available for television.

In 1978, 137 licensees received a total of $47,661,000 for the K-12 instructional services they provided. That amounted to 14 percent of the total budgets for those stations. They generated an additional $11,350,000 for their post-secondary service. Most of the income came from state and local governmental agencies including Departments of Education, School Boards and tax-supported colleges and universities.

At the same time, it cost those 137 licensees $47,658,000 to provide the K-12 services (15 percent of the station budgets) and $10,522,000 to provide the post-secondary services. Greatest expenditures were in the areas of program transmission, salaries for instructional personnel, and production and acquisition of instructional programs.

INSTRUCTIONAL/EDUCATIONAL TELEVISION (I/ETV)

Programming. According to a 1978-79 study, 149 of the 159 (94 percent) licensees responding to the survey indicated that they broadcast some instructional/educational programs during 1978-1979. Figure 15 shows the kinds of instructional/educational programs broadcast by the licensees.

In 1978-79, more than 1,000 K-12 instructional series were broadcast on one or more public television stations. One hundred-thirty-seven of those series were broadcast by ten or more licensees.

Three curriculum areas stood out among the 137 series: social sciences (18 percent), the sciences (16 percent) and reading and writing (10 percent). Seventy-one percent of the series were intended for grades K-6; the other 29 percent for grades seven and above.

More than half (52 percent) of the 137 series were broadcast by 11 to 30 licensees. Only nine percent were carried by more than 70 of the 166 licencees which existed at the time of this study.

There was no single dominant producer of K-12 instructional series. In fact, more than half (52 percent) of the series were produced by organizations which have only one or two series on the list of 137.

On the distribution side, however, the Agency for Instructional Television dominated with 28 percent of the series. But another 23 percent of the K-12 series were distributed by 25 other distributors who were usually also the producers of the series.

This survey found at least 268 post-secondary series broadcast in 1978-79. One hundred sixty-three (61 percent) of the series were intended as formal educational offerings; 50 (19 percent) were intended as informal series; 55 (21 percent) were professional in-service series. Almost half were carried by only one licensee. Only 20 percent were carried by more than five licensees.

As with the K-12 series, great variation in curriculum areas was observed. Leading areas included: education (15 percent), the social sciences (13 percent), the arts (12 percent), and the sciences (9 percent).

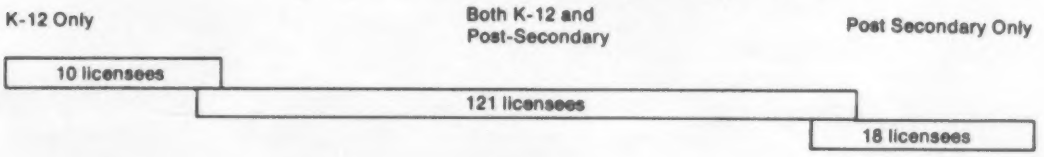
No one organization or group dominated the production of post-secondary instructional/educational series. The six leading producers had an average of 10 to 15 series each but 45 percent of the series (120 series) were distributed by 75 organizations.

Likewise, no single organization or group dominated the distribution of post-secondary series. The nine leading distributors have an average of ten to sixteen series each, mostly their own series (with the exception of PBS). Eighty-three of the series (31 percent) are distributed by 53 distributors.

Support Services and Personnel. Data from a 1979 survey show that at the K-12 level, 131 licensees provided instructional/educational support services in 1978-79. Forty-one of those licensees reported full-time K-12 persons on their staff. Eighty-three reported having part-time persons to operate their K-12 services. In all, 124 licensees reported a total of 463 persons providing K-12 services. In addition, 209 persons from related organizations (such as the State Department of Education) assisted in providing K-12 instructional services.

One hundred twenty-two licensees estimated that they provided an aggregate total of 715,000 individual series' teachers guides and 337,000 composite teacher guides (i.e., several series in a single guide). One hundred twenty-three of the licensees which had K-

Figure 15
Instructional/Educational Television Programming, 1978-79



12 series involved non-licensee staff in progam selection decisions. This is done mainly through direct surveys of teachers. One hundred fifteen also involved non-licensee staff in program-scheduling decisions.

Licensees report that their post-secondary efforts are varied: 104 licensees reported broadcasting 448 informal post-secondary series; (e.g., gardening, yoga, sketching); 107 licensees reported offering 380 formal post-secondary series in conjunction with 875 colleges and universities. Licensee personnel estimated that those courses enrolled a total of 51,000 students. One hundred thirty-nine professional in-service series were broadcast by 54 licensees in 1978-1979 enrolling an estimated total of 52,000 students.

Facilities. In the case of instructional/educational television, facilities may be examined according to transmission capabilities and by reception abilities. Besides transmitting K-12 instructional/educational programs over the air, 88 public television licensees made them available through alternative means; e.g., via local cable systems or through videotape/video cassette distribution.

On the receiving end, teachers rely primarily on direct off-air reception from their local public television station for their instructional programming. However, 37 percent of all teachers (71 percent in high schools) rely on videotape recorders, whereas 26 percent rely on commercial television stations. Another 15 percent rely on cable television systems.

Uses. According to the TV Utilization Study conducted in 1977 by CPB's Office of Educational Activities and the National Center for Education Statistics (NCES), approximately 945,000 teachers used television for instructional purposes in their classrooms in 1976-1977. Seven hundred and twenty-seven thousand (32 percent of 2.28 million teachers in the nation) teachers were estimated to have used it regularly (i.e., at least three-fourths of all the programs in at least one series), providing an estimated 15 million students with a regular portion of their instructional programs via television. Furthermore, 58 percent of the regular users indicated that they used two or more series.

The first phase of a comparable study of the use of radio and television at the post-secondary level, conducted in 1979 by CPB and NCES in conjunction with national higher education associations, found that 71 percent of the 2,993 colleges and universities surveyed made some use of television: 61 percent used TV for instruction and ten percent used TV for non-instructional purposes such as promotion, recruitment and staff development. Seven hundred thirty-five colleges (25 percent) offered a total of 6,884 courses over television, enrolling a total of 498,000 students in those courses. While a few colleges made extensive use of TV, the most common experience was for a college to offer a single course over television and enroll 20 students in that course.

The greatest use of television is in public four-year colleges. Those institutions tended to use more campus closed circuit television than broadcast over public or commercial TV stations. Two-year colleges tended to use public television stations more extensively than any other type of TV outlet.

On-campus instructional uses of television were about three times as prevalent as off-campus instructional uses, and credit uses were five times as common as non-credit uses. Two-year colleges allocated proportionately more of their effort to off-campus instructional uses than four-year colleges.

Major barriers to the use of television for instruction at some colleges are: lack of adequate institutional support; lack of available courses which meet the academic needs and standards of the institutions; and lack of faculty support for the use of television for instruction.

INSTRUCTIONAL/EDUCATIONAL RADIO(I/ER)

Programming. Data collected from a 1979 survey indicated that 78 of 202 (39 percent) public radio stations broadcast instructional/educational programming during 1978-1979. Ten stations broadcast only K-12 series, 53 stations broadcast only post-secondary, and 15 stations broadcast both K-12 and post-secondary series. Most used main channel for instructional/educational series. Seven stations indicated the use of SCA facilities.

Seventeen stations produced as well as broadcast K-12 instructional series—510 programs in 29 series. Most programs were produced for students in grades four, six and nine and most frequently in the area of language arts. Stations estimated serving 1.2 million K-12 students.

At the post-secondary level, 52 stations provided post-secondary services in 1978-79:

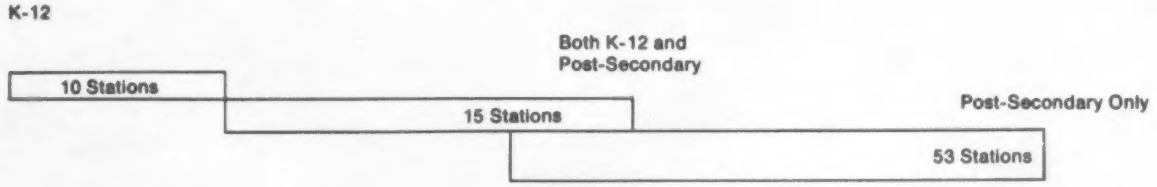
- 32 broadcast informal adult education series
- 28 broadcast formal series
- 9 broadcast in-service series.

In a separate, but related study conducted in the fall of 1978, 165 instructional radio series were found to be in general circulation and use. Post-secondary instructional/educational series were dominant.

Two curriculum areas dominated those series, language arts and literature (27 percent of all series), and social sciences (25 percent of all series).

Twenty-nine organizations were responsible for producing the 165 series, but six producers alone accounted for 64 percent of the volume: KUOM, Minne-

Figure 16
Instructional/Educational Radio Programming, 1978-79



sota (23 percent; WBEZ, Chicago (15 percent); WVWC, Buckhannon, W. Va. (8 percent); KLMW, Warrensburg (7 percent); WNYE, New York (6 percent); KBPS, Portland (5 percent).

Most instructional/educational radio series are distributed directly by the producing organization (63 percent) or by NPR (26 percent).

Support Services and Personnel. The 1979 survey data showed that at the K-12 level, 25 public radio licensees provided instructional/educational programming. Only 21 of those 25, however, provided complete data for further analyses. Seven of the 21 had full-time instructional personnel on their staffs. Twelve stations had other part-time educational staff members and 14 had access to educational staff of other agencies (e.g., state or local Department of Education).

There were 28 full-time K-12 educational staff members at the 21 stations assisted by 58 educational staff members at related organizations. Thirteen stations had 13 full-time post-secondary employees and 22 part-time post-secondary employees, for a total of 35 post-secondary employees at the stations.

Of the 21 stations providing full data, 16 provided utilization services to the schools, including providing 23,150 guides to the estimated 60,000 teachers who used their K-12 radio series in 1978-79.

Facilities. Main channel broadcast is still the primary distribution mode for instructional/educational radio series. In 1979, all 21 stations which provided K-12 programming used main channel distribution. One station used SCA in addition to main channel.

Almost all of the licensees providing post-secondary series used main channel. Seven used subchannel (four in addition to main channel, and three exclusively). One used audio cassette in addition to main channel.

Uses. At the elementary/secondary (K-12) level, there are no nationwide estimates of the extent to which radio is used in the schools. Those data will be available in 1981.

In the 1978-1979 study, the 21 stations providing K-12 services were asked to estimate their potential audiences (i.e. number of teachers and students in their listening areas) and the actual numbers of teachers and students who used their service. Fewer than 50 percent were able to provide these estimates. Based on the estimates of those who provided information, however, approximately 1.2 million students used instructional radio in 1978-79. This figure represented approximately 28 percent of all the students in the listening areas of those stations which broadcast K-12 instructional/educational series.

At the post-secondary level, 52 stations reported that the 54 formal courses which they broadcast generated approximately 8,762 enrollments in 54 institutions of higher education and the 11 in-service series generated 324 enrollments. Six stations reported a total of 12 series which were audience interactive, containing, for instance, call-in segments.

EMPLOYMENT

Employment of PTV and Radio Licensees

Public television and radio licensees employed 11,337 full-time employees in the United States as of January 1980. Female employees accounted for 4,223 or 37.2 percent, up from 35.9 percent in 1979, whereas minority employees numbered 1,647 or 14.5 percent, representing an increase from 13.8 percent in 1979. Figure 17 shows that the combined employees of television and radio licensees have substantially increased over the past six years. The employment pattern in this figure indicates that the rate of growth for women and minorities was substantially greater than the rate of growth of total employment over the past six year period.

In addition to full-time employees, public broadcasting licensees employed a substantial number of part-time employees. For instance, these broadcast licensees reported 4,348 part-time employees in 1979, the latest year for which the data are available.

Employment of Public Television Licensees

As of January 1980, 9,269 workers were employed by public television licensees as full-time employees, in the United States, according to a CPB preliminary estimate. (See Figure 18.)

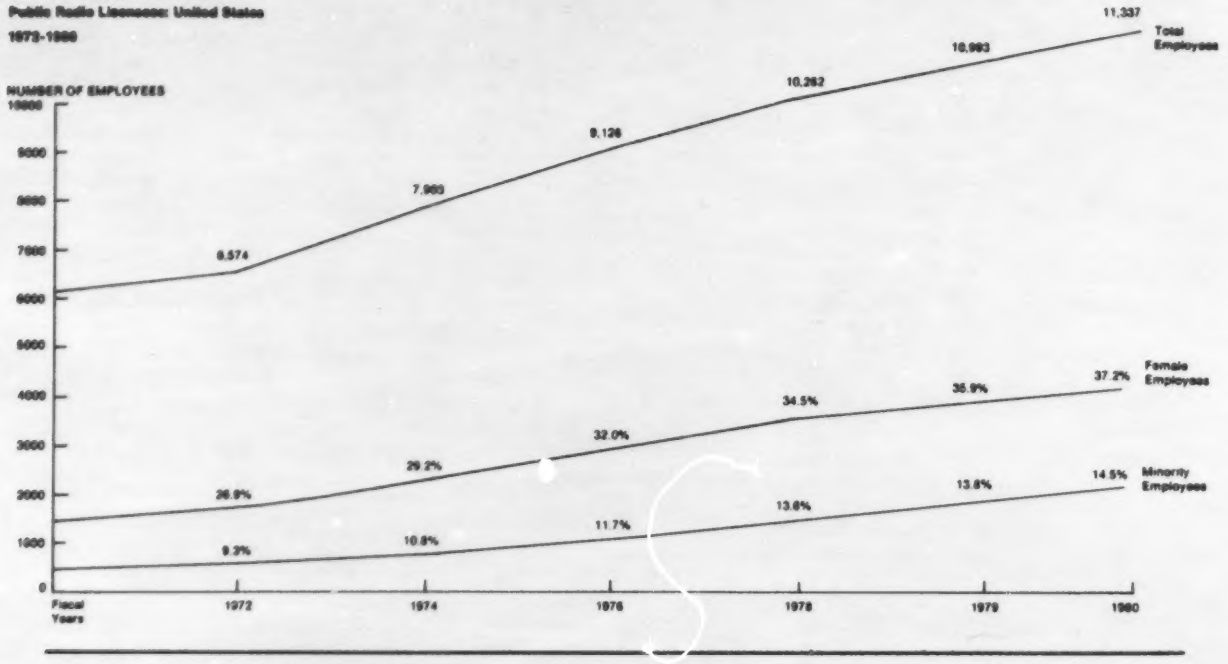
As shown in Figure 18, female workers comprised 38 percent (i.e., 3,527 workers) of total employees, whereas minority workers comprised 15 percent (i.e., 1,396 workers). The comparable statistics for 1979 are presented in the figure which indicated that the representation of women and minorities has improved slightly in 1980 over the previous year. This improvement is visible in the professional job category. However, women and minorities are still largely over-represented in the lower job category, namely support category, while they are underrepresented in official/management category.

Table 18
Full-time Employees of Public Television and Radio Licensees: United States 1972-1980

Public Television Licensees: Year	No. of Employees	Percent Female	Percent Minority
1972	5,734	27.5%	9.6%
1974	6,763	29.7	11.2
1976	7,590	32.5	12.1
1978	8,467	35.2	13.9
1980	9,269	38.1	15.1
Public Radio Licensees: Year	**No. of Employees**	**Percent Female**	**Percent Minority**
1972	840	23.0%	7.0%
1974	1,140	25.7	8.6
1976	1,536	29.3	9.5
1978	1,818	31.1	12.1
1980	2,068	33.7	12.1

Source: Planning and Analysis CPB

Figure 17
Full-Time Employees of PTV and
Public Radio Licensees: United States
1973-1980



Employment of Public Radio Licensees

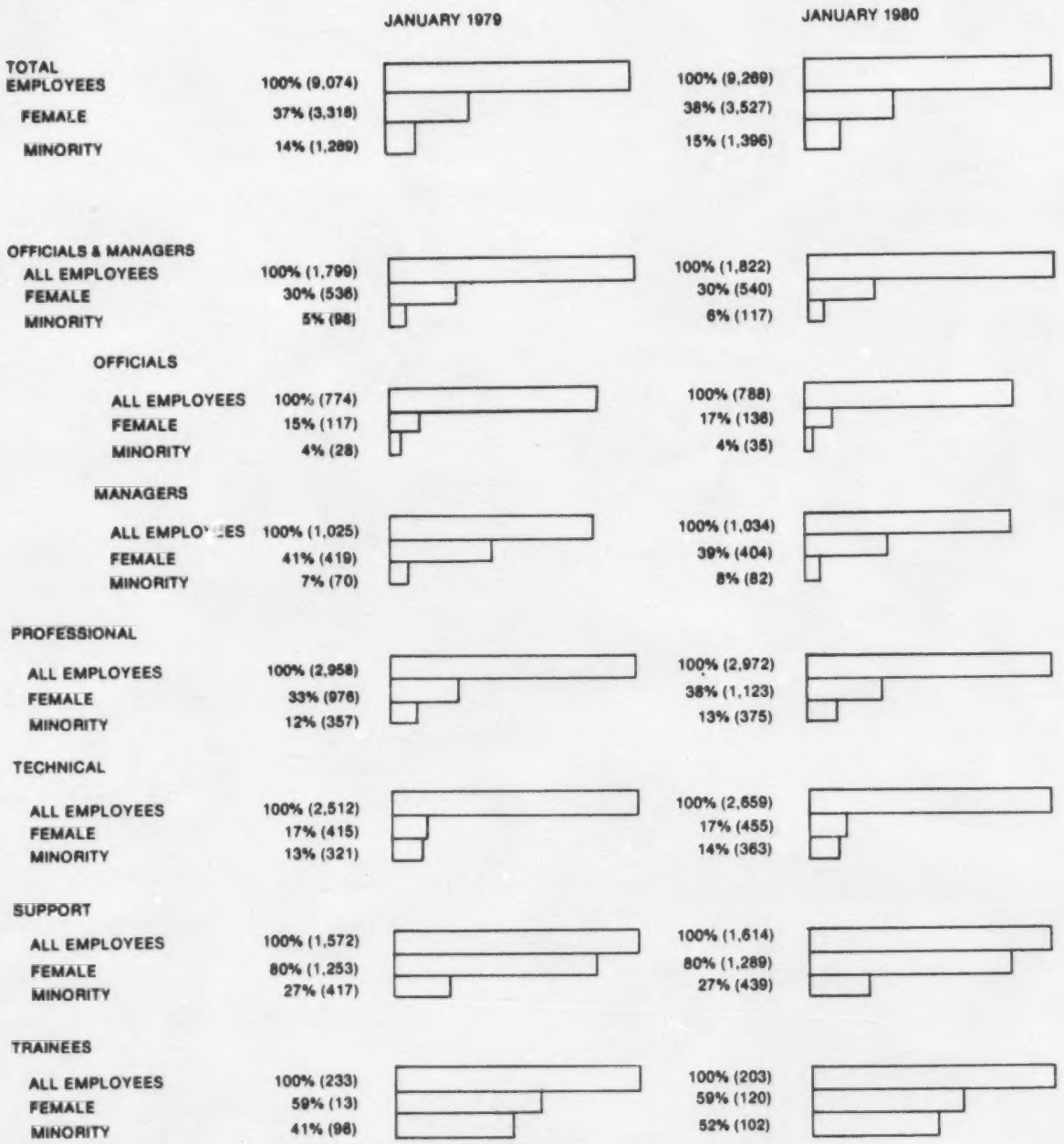
The number of full-time employees of public radio stations have increased remarkably from 840 in 1972 to 2,068 in 1980, representing an increase of 146 percent during the period. The representation of women and minorities has visibly improved during the period. (See Table 18.)

Figure 19 shows employment in radio stations by major job categories and by female and minority employees for 1979 and 1980. The representation of women and minorities in most job categories remained virtually at the same level for these two years. As was the case for television, women and minority employees were still heavily concentrated in the lowest job category in January 1980.

Figure 18

Full-Time Employees of Public Television Licensees

1979-1980

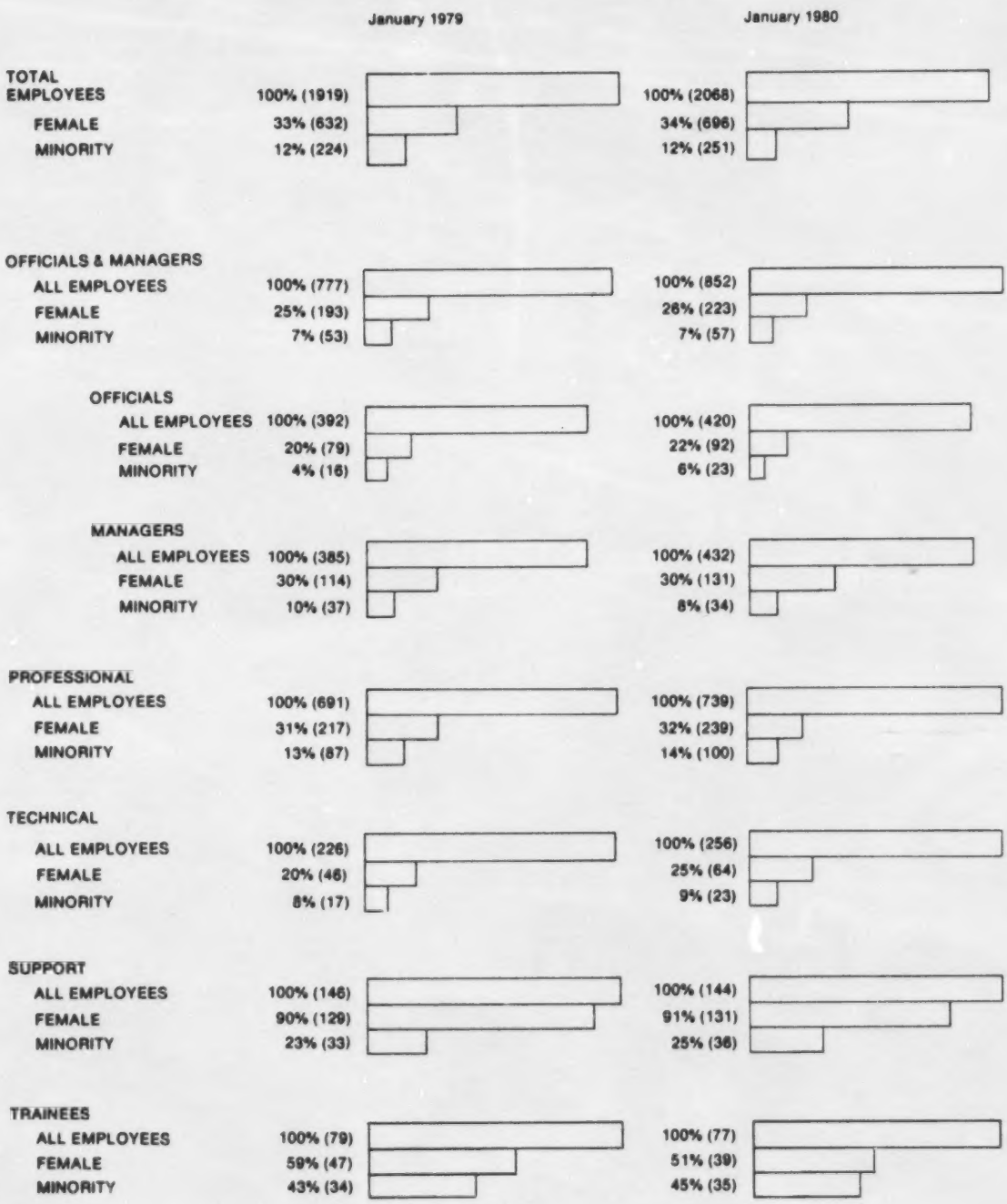


Source: Planning and Analysis CPB

Figure 19

Full-Time Employees of Public Radio Licensees

1979-1980



Source: Planning and Analysis CPB

Appendix A
DEFINITION OF SELECTED TERMS

AUCTIONS (INCOME)—Monies received from public sales of items donated by individuals and organizations in order to raise funds for television or radio operations.

BROADCAST HOURS—Hours transmitted by public broadcasters during a given fiscal year.

BROADCASTER—Organization(s) responsible for a single schedule of programs. Such schedules can be broadcast by one or more stations, but a single schedule describes a single broadcaster.

CAPITAL EXPENDITURE—Expenditures for land, buildings, machinery, equipment, facilities, hardware, automatic equipment, and significant improvements to major items of property and equipment. Does not include operating expenses. (See Operating Expenditures)

CARNEGIE COMMISSION ON EDUCATIONAL TELEVISION—A Commission created to conduct a broad study of noncommercial television, sponsored by the Carnegie Corporation of the Commission and its report, "Public Television: A Program for Action" (published in 1967) brought about the passage of the 1967 Public Broadcasting Act.

CARNEGIE COMMISSION ON THE FUTURE OF PUBLIC BROADCASTING—A Commission established to undertake an evaluation of the present public broadcasting system and to recommend the future of public broadcasting by the Carnegie Corporation in 1977. Its recommendation of the future of public broadcasting, "A Public Trust" was published in 1979.

CPB-QUALIFIED PUBLIC RADIO STATION—A noncommercial station that meets minimum criteria qualifying for full-service stations.

Major criteria are:

- —Transmitter power to provide a primary signal to the community of licensees;
- —Minimum of five full-time professional radio staff employed on a 12-month basis;
- —Minimum operational schedule of 18 hours per day, 365 days per year;
- —Minimum total annual operating budget of at least $90,000 in FY 1979. This amount is adjusted upward each year by an inflation factor of $5,000;
- —Minimum of one adequately equipped production studio and one separate control room;
- —Program schedule intended for the general public and must be of an educational, informational, and cultural nature;

CUME—The total number (or percent) of different households that viewed any episode of a series, or a special program, for at least five minutes during the indicated time period. This is synonymous with reach or penetration and indicates the extent to which a program "penetrates" into a demographic group, such as total U.S. TV households, white households, males, etc. For example, if the cume for a specific program is 8.5 for one month, that means that 8.5 percent of the total television households viewed the program at least once during that month.

DISTRIBUTOR—Organization that distributes a particular program.

EMPLOYMENT—Number of full-time radio or television station employees on the payroll as of January 1979 and 1980 paid for the full normal work week at a rate not less than the Federal minimum hourly wage.

HOUSEHOLDS USING TELEVISION (HUT)—The television households using television during a given time period, expressed as a percentage of all television households in the survey area. For instance, if HUT is 64, then 64 percent of the television households had the television set on.

INCOME—All sources of money and dollar values of in-direct/in-kind support received or entered in the books as receivable in the current reporting year.

INSTRUCTIONAL PROGRAMMING—Programming designed for a group with specific objectives, such as current diagnostic techniques for physicians or instruction in reading, for formal use.

LICENSEE—Organization that holds one or more licenses to operate public TV and/or radio stations.

MINORITY EMPLOYEES—Employees with the following racial or ethnic backgrounds: black, Hispanic, American Indian, or Asian/Pacific. Because the term "minority" has different meanings in the outlying areas, such as Puerto Rico, data on minority employees from outlying areas were excluded from minority counts in this report.

OPERATING EXPENDITURES—Actual costs of operations of the individual station, network, or center. Included are expenditures for salaries, routine repairs and maintenance, rents, expendable supplies and materials, and items with a life expectancy of less than two to three years. Not included are depreciation, capital expenditures, repayment of loans, invested money, allocation of money to reserve funds.

PENETRATION—Synonymous with cume.

PUBLIC TELECOMMUNICATIONS FACILITIES PROGRAM (PTFP)—Formerly Department of Health, Education, and Welfare's Educational Broadcast Facilities Program (EBFP). This program provides financial assistance based on Federal matching grants for construction and improvement of educational broadcast facilities. This program is now administered by the National Telecommunications and Information Administration (NTIA) of the Department of Commerce.

REVENUES—Synonymous with income. See Income.

RATING—The size of the audience, in terms of households, expressed as a percentage of the total number of households within the survey area. For instance, if a program receives a 4 rating, it means that four percent of the total number of TV households viewed the program.

SHARE—The percentage of the total viewing households tuned to a particular station. (Rating/HUT = Share).

STATE AND LOCAL TAX SOURCES (INCOME)—Income received from tax-supported state and local sources, including state colleges and universities.

STATION—Unit that transmits a single public TV and/or radio signal on a single channel with a set of identifying call letters.

SUBSCRIBERS (INCOME)—Monies received as membership fees pledged by individuals for the support of station operations.

SUPPORT ORGANIZATION—Public broadcasting organizations other than public television and public radio licensees and stations (e.g., CPB, PBS, NPR, etc.)

TARGET AUDIENCE—Audience that represents a particular group, such as women, blacks, the handicapped, etc.

Appendix B, Table 1

Income of PTV Stations By Source and State
Aggregate United States Fiscal Year 1979
Money/Indirect/In-kind Added

	STATI	NO.	TOTAL $ INCOME	ALL TAX SOURCES $	%	FEDERAL & CPB $	%	STATE GOVT $	%	STATE COLL $	%
1	ALABAMA	3	6470260	5737210	88.6	2014098	31.1	2872280	44.3	914659	14.1
2	ALASKA	4	4331787	3129513	72.1	1556011	35.9	1549755	35.7	580990	13.4
3	ARIZONA	2	4986985	2361435	47.7	829290	16.6	16441	0.3	2470444	49.5
4	ARKANSAS	1	1879764	1668935	88.7	309965	16.4	1338349	71.1	6250	0.3
5	CALIFORNIA	11	48337596	21413234	44.2	13984681	28.9	1142865	2.3	1180470	2.4
6	COLORADO	2	2983456	1501229	51.0	759385	25.7	368664	12.5	183419	6.2
7	CONNECTICUT	2	3415694	1690204	49.7	751967	22.0	925000	27.0	52769	1.5
8	DELAWARE	0	0	0	0.0	0	0.0	0	0.0	0	0.0
9	DIS. OF COLUMBIA	1	10243957	9126437	90.2	4055496	39.5	70741	0.6	0	0.0
10	FLORIDA	9	20534593	12278691	59.7	4381167	21.3	5647167	27.5	2141101	10.4
11	GEORGIA	3	8918408	7884931	88.0	1515683	16.9	4801365	53.8	1014268	11.3
12	HAWAII	1	2777801	2269611	82.4	522283	18.8	288423	10.3	0	0.0
13	IDAHO	3	2994964	2215489	73.9	981975	32.7	1105633	36.9	504207	16.8
14	ILLINOIS	5	13844365	4390341	31.7	3082652	22.2	187948	0.7	1779891	12.8
15	INDIANA	7	7571733	3270928	43.1	1851383	24.4	764182	10.0	2021772	26.7
16	IOWA	1	6059652	5470252	90.2	915084	15.1	4624588	76.3	28080	0.4
17	KANSAS	2	1686496	890119	52.7	455685	27.0	178356	10.5	234801	13.9
18	KENTUCKY	2	13961209	10177627	72.8	1572902	11.2	7500787	53.7	0	0.0
19	LOUISIANA	2	10176695	8058640	79.1	1147787	11.2	6972006	68.5	0	0.0
20	MAINE	2	3378110	1987749	58.8	1000269	29.6	973611	28.8	420728	12.4
21	MARYLAND	1	12233025	7561325	61.8	2452368	20.0	7230053	59.1	0	0.0
22	MASSACHUSETTS	2	29695044	7203387	24.2	6920985	23.3	267402	0.9	15000	0.0
23	MICHIGAN	7	14661770	6739319	45.9	2876579	19.6	780	0.0	5613100	38.2
24	MINNESOTA	4	6511632	1832406	28.1	1309985	20.1	226891	3.4	29298	0.4
25	MISSISSIPPI	1	5279689	4799116	90.8	867695	16.4	4249949	80.4	0	0.0
26	MISSOURI	3	4916794	1843498	38.5	1383977	28.1	52115	1.0	66165	1.3
27	MONTANA	0	0	0	0.0	0	0.0	0	0.0	0	0.0
28	NEBRASKA	2	9414058	6674650	70.9	1344982	14.2	4750794	50.4	1210542	12.8
29	NEVADA	1	2032259	1746687	85.7	546578	26.8	387	0.0	10860	0.5
30	NEW HAMPSHIRE	1	2366925	1538077	64.9	575157	24.2	595516	25.1	532627	22.5
31	NEW JERSEY	1	7867075	5682802	71.8	876794	11.1	5696927	72.4	1917	0.0
32	NEW MEXICO	3	3485420	2470578	70.8	708375	20.3	1548371	44.4	762516	21.8
33	NEW YORK	11	73288721	31569684	43.0	17488629	23.8	10997600	15.0	60252	0.0
34	NORTH CAROLINA	2	5286463	4256025	80.5	1125864	21.2	2744608	51.9	325147	6.1
35	NORTH DAKOTA	1	2348392	1414718	60.2	489211	20.8	972757	41.4	0	0.0
36	OHIO	8	19659206	9858412	46.0	4268261	21.7	9207910	21.4	3419586	17.3
37	OKLAHOMA	1	3840583	2745081	71.4	1103688	28.7	1879393	48.9	10120	0.2
38	OREGON	2	3730862	2603103	69.7	932151	24.9	1786955	47.8	2694	0.0
39	PENNSYLVANIA	7	37512327	11922529	31.7	6583530	17.5	6305229	16.8	1073923	2.8
40	RHODE ISLAND	1	2030289	1219705	60.0	368286	18.1	820619	40.4	57599	2.8
41	SOUTH CAROLINA	4	15167116	13469027	88.9	2577303	16.9	11489420	75.7	618485	4.0
42	SOUTH DAKOTA	3	2589526	1928197	74.4	516858	19.9	1078124	41.6	812856	31.3
43	TENNESSEE	5	5858049	4123899	70.4	1368915	23.3	2063145	35.2	111821	1.9
44	TEXAS	9	17092634	7346269	43.1	4905902	28.7	529996	1.9	2444448	14.3
45	UTAH	2	7495532	4110497	55.4	824056	10.7	409648	5.3	3408594	44.2
46	VERMONT	1	2856509	1859769	52.8	407276	19.8	662392	32.2	464195	22.5
47	VIRGINIA	5	7403637	4944006	67.3	1929039	26.0	2981208	40.2	112783	1.5
48	WASHINGTON	6	11105830	6941747	62.5	3458456	31.1	285637	2.5	1654639	14.8
49	WEST VIRGINIA	3	4370991	3747024	85.7	854799	19.5	1516413	34.6	1647930	37.6
50	WISCONSIN	3	15061306	7548649	50.1	1740979	11.5	6185618	41.0	2344965	15.5
51	WYOMING	0	0	0	0.0	0	0.0	0	0.0	0	0.0
52	AMERICAN SAMOA	1	1178559	927771	79.2	288771	24.6	775147	66.2	0	0.0
53	GUAM	1	432730	377493	87.2	229638	53.8	0	0.0	0	0.0
54	PUERTO RICO	1	4293763	4211238	98.0	1325360	30.8	2885870	67.2	0	0.0
55	VIRGIN ISLANDS	1	809069	784080	96.9	192703	23.8	8340	1.0	26147	3.2
AGGREGATE U.S.			515741042	331398634	64.2	114538105	22.2	126252635	23.9	40372823	7.8

Appendix B, Table 2

Income of Public Radio Stations By Source and State
Aggregate United States Fiscal Year 1979
Money/Indirect/In-kind

	STATE	NO.	TOTAL $ INCOME	ALL TAX SOURCES $	%	FEDERAL & CPB $	%	STATE GOVT $	%	STATE COLL $	%
1	ALABAMA	3	1496905	1080670	72.1	368496	24.6	187268	12.5	723423	48.3
2	ALASKA	5	1553238	1195926	76.9	273905	17.6	571569	36.7	324555	20.8
3	ARIZONA	4	1167713	592652	50.7	216496	18.5	0	0.0	466880	39.9
4	ARKANSAS	1	190455	147872	77.5	35694	18.7	0	0.0	149946	78.4
5	CALIFORNIA	16	7157185	2430501	33.9	1732555	24.2	59384	0.8	803511	11.2
6	COLORADO	3	618930	287918	46.5	166305	26.8	66753	10.7	131217	21.2
7	CONNECTICUT	0	0	0	0.0	0	0.0	0	0.0	0	0.0
8	DELAWARE	0	0	0	0.0	0	0.0	0	0.0	0	0.0
9	DIS. OF COLUMBIA	3	1426760	63610	4.4	241631	16.9	0	0.0	0	0.0
10	FLORIDA	6	2197705	1296569	57.5	302018	14.0	583932	27.1	310775	14.4
11	GEORGIA	1	554096	331716	59.8	70939	12.8	11237	2.0	0	0.0
12	HAWAII	0	0	0	0.0	0	0.0	0	0.0	0	0.0
13	IDAHO	0	0	0	0.0	0	0.0	0	0.0	0	0.0
14	ILLINOIS	9	4615283	2617826	56.7	673243	14.5	266713	5.7	1625499	35.2
15	INDIANA	4	1895460	1376430	72.6	288309	15.2	7409	0.3	820881	43.7
16	IOWA	8	2758939	2004251	72.6	528387	19.1	175191	6.3	1678258	60.8
17	KANSAS	4	1530333	1035348	67.6	374517	24.4	28272	1.8	852725	55.7
18	KENTUCKY	7	1814413	1346331	74.7	499249	27.5	42979	2.3	905398	49.9
19	LOUISNA	1	257769	143519	55.6	36923	14.3	12147	4.7	120360	46.6
20	MAINE	2	333546	162472	48.7	66894	20.0	85578	25.6	63773	19.1
21	MARYLAND	2	728111	323632	44.4	128167	17.6	12263	1.6	134051	18.4
22	MASSACHUSETTS	3	1928295	267138	13.8	329451	17.0	4934	0.2	101227	5.2
23	MICHIGAN	12	5527008	3087305	55.8	1126296	20.3	1353	0.0	2848751	51.5
24	MINNESOTA	8	5573655	1666267	29.8	1287965	23.1	140052	2.5	547012	9.8
25	MISSISSIPPI	1	124599	95595	76.7	26457	21.2	0	0.0	97292	78.0
26	MISSOURI	8	2631120	1474890	56.0	512856	19.4	7731	0.2	1497972	56.9
27	MONTANA	1	213061	149662	70.2	53569	25.1	0	0.0	119808	55.8
28	NEBRASKA	1	164105	115876	70.6	33348	20.3	0	0.0	0	0.0
29	NEVADA	0	0	0	0.0	0	0.0	0	0.0	0	0.0
30	NEW HAMPSHIRE	0	0	0	0.0	0	0.0	0	0.0	0	0.0
31	NEW JERSEY	0	0	0	0.0	0	0.0	0	0.0	0	0.0
32	NEW MEXICO	2	337496	313738	92.8	76461	22.6	0	0.0	125894	37.2
33	NEW YORK	15	6410812	3341086	52.1	1341367	20.9	510235	7.9	551513	8.6
34	NORTH CAROLINA	1	175565	113597	64.7	43891	24.9	0	0.0	90679	51.6
35	NORTH DAKOTA	3	619918	438000	70.6	87966	14.1	0	0.0	356236	57.4
36	OHIO	11	4787406	2475148	51.7	844715	17.6	49070	1.0	2057417	42.9
37	OKLAHOMA	2	362090	108557	29.9	57291	15.8	0	0.0	102979	28.4
38	OREGON	7	2052117	1147749	55.9	350073	17.0	390066	19.0	262613	12.7
39	PENNSYLVANIA	6	2151241	383249	17.8	400226	18.7	0	0.0	546	0.0
40	RHODE ISLAND	0	0	0	0.0	0	0.0	0	0.0	0	0.0
41	SOUTH CAROLINA	3	835190	547478	60.7	123513	14.7	510343	61.1	191334	22.9
42	SOUTH DAKOTA	2	321011	219727	68.4	45867	14.2	1301	0.4	251538	78.3
43	TENNESSEE	6	1758988	1112260	63.5	279839	15.9	50000	2.8	596148	34.0
44	TEXAS	9	2301349	1470012	63.8	479433	20.8	37645	1.6	1097347	47.6
45	UTAH	3	981916	529313	53.4	106198	10.9	29239	2.9	543541	55.0
46	VERMONT	1	388317	190937	49.1	131265	33.8	29834	7.6	0	0.0
47	WEST VIRGINIA	4	1038493	466129	45.2	199979	19.4	500	0.0	464007	45.0
48	WASHINGTON	3	1149260	701424	61.0	204516	17.7	59917	5.2	539790	46.9
49	WEST VIRGINIA	1	249038	137244	55.1	36741	14.7	183713	73.7	0	0.0
50	WISCONSIN	5	4502923	2899288	64.3	686271	15.2	1084160	24.0	1021713	48.4
51	WYOMING	1	202407	149019	73.6	19225	9.4	0	0.0	178528	88.1
52	AMERICAN SOMOA	0	0	0	0.0	0	0.0	0	0.0	0	0.0
53	GUAM	0	0	0	0.0	0	0.0	0	0.0	0	0.0
54	PUERTO RICO	1	519365	517395	99.6	70563	13.5	446832	86.0	0	0.0
55	VIRGIN ISLANDS	0	0	0	0.0	0	0.0	0	0.0	0	0.0
	AGGREGATE U.S.		77543426	52598849	67.8	14964599	19.2	5647572	7.2	23561929	30.3